

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLVIII

NEW YORK, JANUARY 21, 1932

No. 3

Shocks the Public into Attention by Violating Advertising Rules

Nothing Gentle or Ladylike About Moxie Merchandising Methods, but
They Make Volume and Profits Jump

As Told to Henry Burwen

By Frank M. Archer

President, The Moxie Company

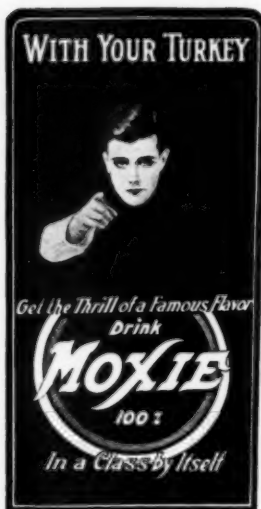
A TEST I frequently give our advertising is to ask marketing men and business friends in touch with advertising how much they think we spend for advertising. Almost invariably their estimate credits us with about ten times the actual figure. Our total expenditure in dollars is large. Yet we have, I believe, the smallest percentage of advertising expense to sales of any large concern in our line of business.

The reason for this is that our methods of advertising are designed primarily to make people talk. We don't follow many of the tenets of modern advertising. We are not greatly concerned about pretty pictures, nor are we sticklers for the "golden mean" in layout. We are concerned that every one of the many forms of advertising we do should not merely attract attention, but should be so striking in presentation, so much out of the ordinary, as to set people's tongues to wagging.

We practice, in brief, methods of shocking the public into attention. No smooth, honeyed stories for us. No gentle persistence. Our advertising is a succession of impacts. By many marketing men it is not considered good, judged from outside knowledge, but our peculiar methods I know have built our business. They caused it to grow from a tiny affair, started with \$160 capital, to a business doing a volume last year of over

\$2,000,000. They have enabled us during the last three years to extend our activities from New England, in which we had confined our efforts for forty years, into nation-wide territory. They have been instrumental in blasting open the new ground without great difficulty. They have been responsible for increases in our Western business in 1931 running up to 600 per cent. They have increased our New England business in 1931 as well. They have worked in building up the sales of Pure-oxia beverages, which we took over three years ago, quite as effectively as they have with Moxie. They enabled us to make 1931 the best year in our history, both from the standpoint of sales and net profits.

To illustrate our methods I will start with our newspaper advertising. That is a prominent part of our advertising effort, taking, together with outdoor advertising, about half our appropriation. We have no smooth, consistent schedules planned out for a half year in advance. We handle our advertising in drives like flying shock troops. When, for example, we put out our "C" deal, which is an intermittent but frequent feature of our merchandising by which the dealer for a certain limited period may get one case free with eight in return for a window display, we will rush a big charge of newspaper advertis-



The Famous Moxie Boy as He Was Featured in a Newspaper Advertisement

ing into a territory to back up the merchandising effort. A convention or other special event in some city is a signal for an advertising charge. A territory which shows signs of weakness calls for a surprise attack.

As our schedules are not laid out rigidly in advance, so only a small part of our copy is really prepared ahead. For not only do we leave ourselves free to fire away at any time or place we feel it is needed, but we are prepared to design the copy in whatever manner is timely and suitable to the occasion. It is one of our principles in newspaper advertising, for example, to tie in with current events. News of the day, which strikes the public interest is also news of the day for Moxie copy. The public's attention to the one we aim to transfer to the other.

Another principle we follow in our newspaper advertising is to make it unusual in size, shape and appearance. We disregard entirely all psychological conclusions

as to what constitutes balanced proportions. One of our recent runs displayed across the whole top of a newspaper page a black strip about three inches deep on which appeared in reverse just the word Moxie; while across the bottom of the page ran a similar strip with the word Pureoxia. Again, we had designed a layout showing a series of shaded concentric circles across which ran the name of the product. Playing with this shape, with the idea of making it odd in appearance, I clipped off a segment from the top of the circle. Instantly its shape became unusual—its stopping power appeared to be multiplied.

The name of the product is always the big thing about any of these advertisements. We don't believe in refined restraint when it comes to printing the name. It usually far outbalances everything else in the advertisement. Where supplementary copy is used it is merely incidental.

We avoid the conventional themes, pretty girl scenes and the like. We may use them occasionally, but more likely than not it is because we have for the moment run out of unusual ideas. We favor, rather, devoting an advertisement to such a theme as a new handy carton we recently brought out. The package is pictured and described, without any supplementary setting for atmosphere. We may run pictures of the Moxie "horsemobile" along with a newsy story of its purpose; or the Moxie boy with some brief interesting story about him.

***Maybe Not Beautiful
—But Striking***

Typical of our unusual presentations was a recent insertion in which we simply showed a photograph of a window display piece that we use—a bottle of Moxie set on a pedestal around which was built an architectural structure labeled "The Hall of Fame." Later we took this same picture and combined it with the circular layout I have mentioned before. It made an advertisement that

(Continued on page 83)

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Boston

CULTIVATE RHODE ISLAND IN 1932

26½ Cents
of every dollar
Buys FOOD



RHODE ISLANDERS spend 13% more per capita than the national average for retail purchases, and 26½ cents of every retail dollar goes to the food stores.

This proportion, shown by the census, is 4 cents per dollar more than in the country as a whole. It does not include money spent in restaurants, nor in drug stores and general stores where food sales are a large item. Rhode Island's total food bill is more than \$86,000,000 a year.

And in 1932 Rhode Islanders still have more than average money to spend, and more in reserve. This outstanding market is especially inviting to food products.

Journal-Bulletin FAMILIES

In Providence

19 OUT OF 20

In Rhode Island

2 OUT OF 3

of all families
who read English

The **PROVIDENCE**
JOURNAL and BULLETIN

Dominating **New England's Second Largest Market**

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
 Boston • New York • Chicago San Francisco • Los Angeles • Seattle

Doing Things First

No. 4

Annual Small House Competition

All home building magazines, in the class field, have often presented the homes and gardens of multi-millionaires. These pictures are both neat and gaudy. They give the ordinary reader a feeling that he is attending an old-fashioned Hollywood superproduction. And have just as little effect on his buying habits unless small houses are featured, too.

HOUSE BEAUTIFUL was the first, and remains today the only magazine that sponsors an annual Small House Competition, with awards to architects and builders.

Practically every prominent architect in America has sent his work to this competition. Results are cumulative. HOUSE BEAUTIFUL's high standard among architects and builders has been earned by doing this job solidly and well.

Have you a product that would benefit by being specified by architects and widely used by builders? Then HOUSE BEAUTIFUL is the magazine to use. You buy wide circulation among readers who can respond—and you sink your message deep into the consciousness of those professionals who can make or break your sales.

House Beautiful

200 Fifth Avenue, New York

8 ARLINGTON STREET BOSTON
CHICAGO LOS ANGELES SAN FRANCISCO

Member of the National Shelter Group

J. WALTER
THOMPSON
COMPANY

Product research • Study of markets and
merchandising • Complete advertising service in
newspapers, magazines, radio, and outdoor.
An organization of more than eleven hundred
people, located in twenty-two offices in
the market centers of the world

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • London

Paris • Madrid • Stockholm • Copenhagen • Berlin • Antwerp

Sao Paulo • Buenos Aires • Port Elizabeth • Bombay • Sydney

Re-employment Drive Under Way

American Legion, American Federation of Labor, Association of National Advertisers and Others in Co-operation for National Effort

By Roy Dickinson

THE drive to put men back at work and to create work by local effort, which was mentioned in last week's issue of *PRINTERS' INK*, is now under way on a national scale.

The general plan in brief is two-fold.

1. To urge local manufacturers, wholesalers and retailers to add men to their pay-rolls with the idea that more men at work means less fear, more purchasing power.

Many large manufacturers with a surplus have decided that the time is ripe to invest part of it in giving work. In some cases work will be divided. In others the six-hour day will be started. In still other cases manufacturers, now in the red, are making a contribution in the form of work, in the hope that if a million men who can employ labor will add from one to 1,000 men (in cases of great industrial companies), the fear complex will disappear, and hoarded dollars will come out into circulation.

2. To create work locally.

There have been many plans used in individual cities to create work which have proved successful.

The Muncie, Ind., Plan has been described in *PRINTERS' INK*.*

In Rochester, N. Y., the American Legion, in co-operation with other groups, called on every property owner to pledge a certain amount of repair and improvement work. Within three weeks almost \$5,000,000 worth of work had been created.

In the Buffalo plan, also successful, each city block co-operated to create work hours by hiring men to do all the odd jobs for each block.

*"What Muncie Is Doing, Other Cities Can Do," June 11, 1931; "Creators of Work," June 18, 1931; The Muncie Plan Grows," June 25, 1931.

All such plans, helpful to the individual community, cannot help in the national picture unless all are worked simultaneously with a national advertising and publicity drive behind the effort.

In both these efforts—(a) re-employment, (b) creation of work—the local Legion Commander is to call an organization committee meeting, securing as his local helpers the heads of the local newspapers and radio stations and presidents of the Chamber of Commerce, Rotary, Kiwanis, and other clubs.

The Association of National Advertisers, which has been active for some time in working on such a plan for united effort, is co-operating actively in the present plan and Lee H. Bristol is heading the division of advertising.

Frederick Murphy, publisher of the *Minneapolis Tribune*, has accepted the chairmanship of the news division and publishers in all parts of the country are being invited to join local committees. Acceptances are being received at the rate of 100 a day.

Radio broadcasting companies will also co-operate, as will the publishers of magazines and business papers.

Charles S. Hart, business manager of *Elks Magazine*, who handled film work for the Government during the war, has been made chairman of the film division.

Matthew Woll, vice-president of the American Federation of Labor, heads the Division of Labor of this united effort. Divisions of church work and women's clubs are also being organized to co-operate in each city and town.

Another important division of the re-employment drive is that of Industrial Organization. A group of leaders of industry are to head each division and announcements are soon expected which will indicate that some of the largest em-

Dr. George Gallup says:

“My surveys indicate that few newspapers anywhere compare in INTENSITY OF READER INTEREST with *The Des Moines Register and Tribune*. ”

ADVERTISERS using The Des Moines Register and Tribune get something a great deal more than simply its 240,000 circulation.

They get that intense reader interest that means advertising responsiveness!

*The Des Moines
Register and
Tribune*

240,844 Daily A. B. C.



George H. Gallup, Ph. D., Professor of Advertising and Journalism at Northwestern University, and head of the Gallup Research Service, Chicago.

The Gallup method makes possible the measurement, objectively, of reader interest in editorial features and advertisements. It has helped greatly in removing guess work from editing, and has provided facts on which many recent advertising successes have been built.

ployers of labor are going to take the lead in this definite movement to re-employ workers.

Carl Byoir is acting as organization manager of the combined groups.

All the war time devices to stimulate united action, such as posters, speakers and advertising, will be used.

In addition, and because the war time simile is considered an actual condition, a service flag will be awarded by the Legion to those manufacturers who co-operate in re-employing men during the drive.

Members of the American Legion's National Employment Commission are:

Henry L. Stevens, Jr., National Commander, American Legion; Mark T. McKee, Executive Secretary American Legion; General W. W. Atterbury, president, Pennsylvania Railroad; Kermit Roosevelt, vice-president, International Mercantile Marine; Marshall Field, 3d, Field, Gloré & Company; C. M. Chester, Jr., president, General Foods Corp.; General James A. Harbord, chairman, Radio Corporation of America; Palmer E. Pierce, assistant to the president, Standard Oil Company of N. J.; George L. Berry, president, International Printing Pressmen's Union; Percy Tetlow, United Mine Workers of America; Edward L. Sullivan, president, Brotherhood of Railroad Trainmen; George S. Long, Weyerhaeuser Lumber Company; Louis J. Kanitz, vice-president, Continental Motors Company; H. V. Engh, vice-president, Anaconda Wire and Cable Company; Lee H. Bristol, president, Association of National Advertisers, and vice-president, Bristol-Myers Company; Charles T. H. Johnson, president, Botany Mills; and Roy Dickinson, vice-president of PRINTERS' INK.

In connection with this national effort the recent words of George S. Harrison, Governor of the New York Federal Reserve Bank, are significant. He said on January 8 at the mid-winter conference of the New York State Bankers Association:

"The machinery to stop this de-

flation and gradually to build up a structure of sound values and sound business is available. What we need is to release the brakes, to dispel the wholly unreasoning fear that grips the world. We need a restoration of confidence in ourselves and the courage to go ahead. . . .

"One thing is certain, deflation of credit must stop if we hope to see an early turn in the tide. The Federal Reserve banks alone cannot check it. You alone cannot check it, nor can the public alone check it, but all of us combined can do so and must do so."

Release of the brakes on buying power, a return of confidence, dispelling of unreasoning fear can come only through re-employment of some of the 7,000,000 men now out of work.

Several of America's largest and most powerful organizations are said to be ready to lead the way in this effort.

The automobile industry, by its courage and refusal to adopt a defeatist attitude, has won the admiration of the country and made to look ridiculous the attitude of those economists who insist we must get back to a horse and buggy standard before we can go ahead.

If a few big leaders of industry will now lead the way, making a money sacrifice temporarily to add men to their pay-rolls, other smaller manufacturers will follow, the local drives will add hundreds of thousands more to the list of those able to buy, and the wheels of industry will once more be set in motion.

The great machine to carry the news of courage is all geared up and ready to go. Let the leaders now step forward.

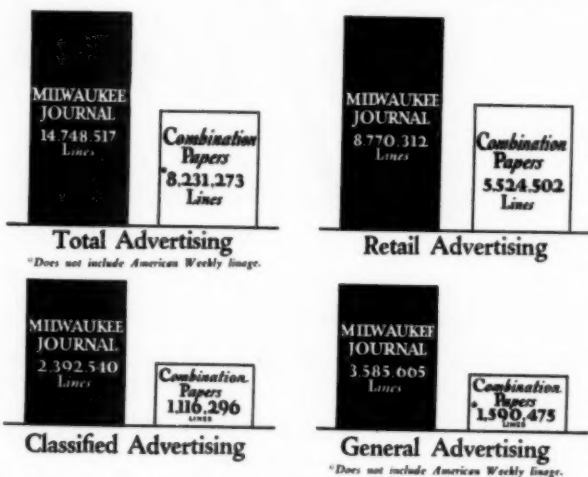
It is their one big chance to pull out of this morass.

Mavis Account to Calkins & Holden

The Mavis Bottling Company of America, New York, has appointed Calkins & Holden, Inc., advertising agency of that city, to direct the advertising of its line of beverages. Matawan Coal Tar Products, New York, have also appointed Calkins & Holden to direct the advertising of their products.

Supreme in Milwaukee By a 79% Margin!

IN 1931, The Milwaukee Journal published 79% more advertising than the Milwaukee combination papers.



Year in and year out, linage records of Milwaukee papers offer conclusive proof that The Journal sells more goods of every type, at a lower cost per sale, than any other Milwaukee newspaper or combination of newspapers. Concentrate in The Journal in 1932!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Covers More Than 80% of the Buying Power in Greater Milwaukee

DEPARTMENT STORES FIVE MILLION

7 Fundamental

In boom times and bad, lean years and fat, the department store makes a fundamental demand of the medium he uses . . . to it produce SALES, immediately and at a profit.

Year after year, these stores make The Daily News their first choice in Chicago.

During 1931, for instance, Chicago's department stores

THE CHICAGO ADVERTISER

THE QUALITY QUANTITY COMBINED EVERYWHERE

National Advertising Representatives
250 PARK AVENUE, NEW YORK

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.
SAN FRANCISCO
Madison Bldg.

STORES OLINES

amentals

bad, res placed FIVE MILLION lines of advertising in
the Chicago Daily News . . . a greater amount than
both morning newspapers combined, greater
in all other evening newspapers combined.
Between thirty-two is a good year for the general
Advertiser to scan his lists with the
the fundamental standard in
partmnd.

AGAILY NEWS

Y CONITED EVENING CIRCULATION

Represented BY RGE A. McDEVITT CO.
250 PR YORK

DETROIT NEW FRANCISCO
New Center Bldg. Madison Bldg.

NEW YORK
165 Broadway

Financial Advertising Offices

CHICAGO
29 S. LaSalle Street

The Oklahoman and Times are **INDISPENSABLE** *in promoting automobile sales in the Oklahoma City Market*



THE Oklahoman and Times proved to be easily the most effective mediums in the Oklahoma City Market through which to promote automobile sales in 1931.

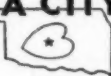
Out of the thirty-one new passenger car accounts carrying advertising schedules in Oklahoma City newspapers during 1931, eleven appeared exclusively in the Oklahoman and Times. Six more became exclusive after the first six months. No other Oklahoma City newspaper carried an automobile account exclusively.

The complete advertising schedules of twenty-two out of the thirty-one accounts were carried by the Oklahoman and Times.

In 1932, automobiles will be sold in the Oklahoma City Market at the lowest cost per unit by those advertisers who concentrate their sales promotion in the Oklahoman and Times.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES

OKLAHOMA FARMER-STOCKMAN
E. H. K. Special Agency



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"Just a Few Towels"

Woolworth Buys a Half Million Dollars' Worth from Cannon, and Thereon Hangs a Significant Merchandising Story

By Andrew M. Howe

THE F. W. Woolworth Company has purchased from the Cannon Mills more than \$500,000 worth of towels. This is reported to be the largest single order ever placed by the chain. The Woolworth stores will sell within the next few months literally millions of towels. The first sale is being held this week in the New York district, which includes Greater New York, Long Island and Westchester.

Towels and More Towels on Display

Anyone who has visited one of the stores this week has seen more Cannon towels than anyone would think it was possible to display. They are stacked in piles on the counters, and arranged in fancy designs on the moulding all around the stores. Everywhere you look in an Eastern district store you see towels and more towels.

All bear the Cannon label and are of exceptionally fine quality. There is almost every size imaginable, all the way up to 24 by 48 border colors and a large assortment of wash cloths, and huck towels. Yet each one of these, regardless of size, is being sold for 10 cents.

Seldom have these stores offered such values. Some of the towels would retail ordinarily in other stores for as high as 50 or 60 cents.

Advance information of this sale came to PRINTERS' INK some time ago. Woolworth executives, when questioned, admitted that "a few towels" had been purchased but denied that the sale was to be anything unusual. Woolworth, they said, had been selling Cannon towels for some time.

Cannon Mills, naturally, replied that any information about the sale would have to come from Woolworth.

Although one of the chain's of-

ficials had told me that "no special sale was going to be held," a visit to several of the larger Woolworth stores in New York revealed preparations for a towel sale that promised to be worth talking about. Piles of towels were in evidence; signs announcing the coming event and giving the date, January 18 to 23, were on display everywhere. Store managers, when questioned, admitted that the coming sale would be probably the greatest thing of its kind that they had ever held. Individual stores had held Cannon towel sales on previous occasions but this was to be the first time that all of the stores, in this one Eastern district were to hold a sale almost simultaneously.

On the very night of the day on which I made my inquiries at the Woolworth headquarters, a special meeting was held to acquaint the Greater New York store managers with the details of the coming event. Most of the store managers, so it was reported, expressed enthusiasm over the sale, but a few were doubtful of its value. As one store manager said: "I never like to sell anything at a loss."

Another effort to reach those responsible for the sale resulted in an interview with H. T. Parson, president of Woolworth.

One of the Largest Single Item Orders

It was explained to Mr. Parson that PRINTERS' INK would like to have from him some figures and facts on the sale. He agreed that the sale was an unusually large one, and that the order placed with Cannon was probably one of the largest orders ever placed for a single item.

His answer to a question on whether or not some of these towels would be sold in Woolworth stores at a loss was evasive. He said the towels were not pur-



JANUARY
 18th to 23rd



SPECIAL SALE of CANNON TOWELS

F. W. WOOLWORTH CO.

"NOTHING OVER 10¢"

*One Woolworth Store Handed These Leaflets to Customers
the Week Before the Big Cannon Towel Event*

chased individually but in a large lot which included towels of various sizes. The total cost, he said, was "over a half million dollars."

"Most of the department stores are holding white sales this month," he said, "and it was only natural that we should also feature towels. The buyer made this special purchase and the individual districts are to decide when their sales should be held. The store managers do not have a choice in this instance. They must hold this Cannon towel sale if instructed to do so by the district office. Of course, certain local conditions may make it inadvisable to hold the sale the same week in every store. If a carnival, for instance, is in town during that week it would not be advisable to hold the sale at that time. This is up to the store manager to determine."

"We have never attempted to dictate to any great extent to our store managers. They must have liberty to meet local conditions and run their stores largely as they see fit. Should we dictate to them they would be likely to lose their initiative."

"The store managers have been notified of this Cannon towel purchase and it is up to them to determine how many towels they

think they can sell in their individual stores.

"We do not buy, as a rule, things by the item. A mill may come to us and say it has such and such a quantity of towels or other goods and then we buy the whole lot at a set figure. In this lot there may be some large items that would ordinarily sell for a higher figure or some smaller ones that would sell at a lower figure. I can remember when we would purchase a set of dishes at so much per set. In that set would be, perhaps, an exceptionally large dish as well as some much smaller items. We didn't say we would give so much for the large dish and so much for the smaller ones, but merely paid for the whole set."

"To be sure, some of the towels in this Cannon purchase are unusually large. We naturally won't sell all of these large ones in one store. There is a demand for all the different sized towels. Many women do not want the large towels. I can remember on one occasion when it was almost impossible to sell these large towels because the women in a particular neighborhood were all stocked up on this size. That is why it is necessary for our managers to carry all sizes in stock."

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luctant to admit it, of course many of the towels in this sale are being sold at a loss. It stands to reason that a towel 24 by 48 inches, of exceptionally good grade, cannot be sold for 10 cents at a profit. While Woolworth may have made a blanket purchase of an entire lot of towels of various sizes, these towels are being passed on to the individual store managers at so much per towel, or rather per dozen, of the different sizes. The prices for these towels range from 95 cents a dozen to \$1.86 a dozen. It is obvious that even at the 95-cent figure, the stores will be unable to make any great profit and that a large number of the towels will be sold at a loss.

The Woolworth stores have been carrying Cannon towels for some time. Individual stores have held fairly large sales of them. In fact, a few individual stores recently held test sales before the nation-wide sale was determined upon.

Sales held in the past, other than the test sales, did not offer the same quality towel that is being sold now, however. The range in prices on the regular Cannon towel list that store managers order from throughout the year is from 85 cents to \$1.10 a dozen. Even at these figures the profit on these items is not great.

The present towel sale is the application on a very large scale of the famous Woolworth principle of loss-leader selling or, as this chain prefers to call it, high-cost merchandise. Each store is allowed a certain percentage of its sales for this purpose. The manager can buy the high-cost items out of his "advertising allowance." The larger Cannon towels are typical no-profit leaders.

Woolworth's Substitute for Advertising

The use of high-cost merchandise is Woolworth's substitute for advertising. By featuring special bargains the individual stores are able to draw into them crowds of people who are supposed to buy other items as well as the specials.

It is the application of the old retailing principle, big profit, small

profit, no profit. I have been told that there is considerable disagreement among the executives of the Woolworth organization on this one topic. The question is not so much the value of the high-cost merchandise idea, but the extent to which it should be applied. Woolworth has, on occasion, allowed its store managers to sell items at 10 cents for which they paid 50 cents.

The featuring of high-cost merchandise in the stores is a bone of contention among the store managers, also, as the remark of the manager who said that he did not approve of ever selling anything at a loss, would indicate. This manager says that such a sale as this Cannon sale disrupts the whole store, not only during the week in which it is held, but for some days previous to it and afterward.

January Ideal Month for White Sale

Another store manager, however, reported that he was highly in favor of the sale. He is one of those who conducted one of the test sales on Cannon towels. He found that they moved rapidly and drew people into the store. January, he thinks, is an ideal month for such a sale. "Too often," he said, "sales are held during the wrong month. The time to hold special sales is when business is at a low ebb. The temptation, however, is to hold them when sales of other items are booming."

Probably part of the explanation for so many Woolworth stores featuring special items during boom months rather than during dull ones lies in the advertising allowance just discussed. When sales are low, naturally the store manager's percentage which he is allowed for high-cost merchandise is also low and he, therefore, is limited in the amount he can purchase.

In any event, this Cannon sale is a gigantic one. The New York store managers are playing it up for all it is worth and other stores throughout the country soon will be. Cannon offered to supply the stores with special advertising material, but Woolworth prefers to

depend upon its mass display methods. One of the simple Woolworth signs on display reads: "Thirty carloads Cannon towels received by F. W. Woolworth stores in Greater New York, Long Island and Westchester. Look for the Cannon label."

The Cannon name is being emphasized. The Cannon label appears on each and every towel and wash cloth and Woolworth is capitalizing to considerable extent the national advertising that has been put back of Cannon towels for so many years.

Will Other Cannon Dealers Complain About Sale?

The question naturally arises as to what Cannon's other dealers will think about this Woolworth sale. Some of them won't like it of course. One buyer for a New York store that handles large quantities of Cannon towels said that he intends to watch this sale carefully. "I cannot say now, of course, what action we may take," he informed me. "You can be certain, though, that we will take the matter up with Cannon the next time we order. If we think that Woolworth obtained a special price, better than that which we are getting, we'll make some demands ourselves. It is possible, if these sale towels are equal in quality to those for which we are forced to charge considerably more than 10 cents, that we will take even more drastic steps."

It will be no new experience for Cannon to have a New York buyer attempt to get a better price. It should be hardened to that experience and should know all the answers by this time. It isn't likely that the company expected to put through this sale to Woolworth without getting some kicks from retailers.

Cannon has an enviable reputation in the textile industry for keeping its dealers happy even though it sells to all classes from the 10-cent store up to the highest priced specialty shop. The company guards this reputation carefully and undoubtedly took this big order with its eyes open.

While this is probably the largest single order that Cannon has ever received it is by no means the only big one it has handled. Woolworth, in fact, bought more towels, so I understand, from Cannon in 1929 for the chain's fiftieth anniversary sale than are involved in this present order. But the towels for this sale are to be delivered during a shorter period of time.

Probably one of the principal reasons for Cannon's success in keeping competing retailers happy is its policy of making up most large orders especially for each buyer. The company keeps stocks low and is able to make up individual designs on short notice. It is reported that some 4,000 different designs have been used on Cannon towels. This makes it difficult, almost impossible in fact, for consumers to compare the quality of the Cannon towels offered by different retailers. One store may sell a towel with a pink border of three fine stripes for 39 cents, while another store will sell the same quality towel at 50 cents. But the latter's towels will have blue borders of two broad stripes. No one but an expert could identify them as the same quality towels. This makes it possible for retailers to take a small profit or a large one as they see fit. There is, theoretically at least, no price competition.

Little Danger of Saturating Market

Then, too, dealers have come to realize that there is little danger of ever saturating a community with towels. No matter how many sales are held or how many towels sold, there always seems to be a ready market for the next batch. This was proved in Chicago some time ago when one department store sold some 30,000 dozen towels. Impressed by the success of this event, other stores followed along with special sales and these were all absorbed quickly. It was only natural to expect a slack period after these sales, but the demand for towels was strong immediately afterward.

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Where One Dominant Newspaper Sells An Entire Market ALONE

Profitable sales in 1932 will be made in selected markets where it is possible to do a thorough advertising and selling job at a reasonable cost. The Indianapolis Radius (Indianapolis and the surrounding 70-mile area economically dominated by it) meets these requirements at every point. Here are upward of two million consumers . . . 92 per cent native born white . . . 98.7 per cent literate. There are no racial and language problems. Living standards are uniformly high. Purchasing power is more evenly distributed.

The Indianapolis Radius can be thoroughly cultivated through *one* dominant newspaper for only *one* economical advertising investment. For 37 consecutive years The News has been *first* in advertising in Indianapolis. It is the *home* newspaper of the market . . . *delivered* to the home . . . *read* in the home . . . *depended upon* as the family buying guide. In coverage . . . in reader confidence and responsiveness . . . in its long history of proved productivity . . . The News is amply equipped to sell the Indianapolis Radius for you, economically and profitably . . . **ALONE.**

Member

Major Market Newspapers, Inc.

THE
INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

Mr. Rubicam does not C



THE BOONE MAN REPRESENTS

DAILY

New York Journal
Boston American
Chicago American
Detroit Times

Baltimore News
Washington Times-Herald
Atlanta Georgian

Albany Times-Union
Syracuse Journal
Rochester Journal
Omaha Bee-News

SUNDAY

Boston Advertiser
Detroit Times
Omaha Bee-News

Baltimore American
Washington Herald
Atlanta American

Albany Times-Union
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Excerpt from an advertisement of Young & Rubicam in
"Fortune" . . . *"do not confuse strength with BULK.
 More powerful . . . is SKILL that commands action."*

WE AGREE. Gone are the days when wide-spread, bulk circulations were bought only to create "consciousness" or "background." Today demands the utmost skill in aiming sales effort at a market that can buy, and will.

It is an essential part of the business of the Rodney E. Boone Organization to make these markets distinguishable. Trained merchandising men make over half a million yearly calls. On-the-spot surveys are constantly

conducted for advertisers and for agencies.

Results have been immediate. A food manufacturer doubled his sales. A maker of cosmetics revamped his dealer organization most profitably. An automobile company saved 3 months' work because of closer knowledge of market conditions.

The Boone Man can tell you many similar instances . . . but, more to the point, he will talk his eleven great markets of 23,000,000 buyers as applied to *your own particular case.*

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

NEW YORK CITY

CHICAGO
 ROCHESTER

BOSTON
 PHILADELPHIA

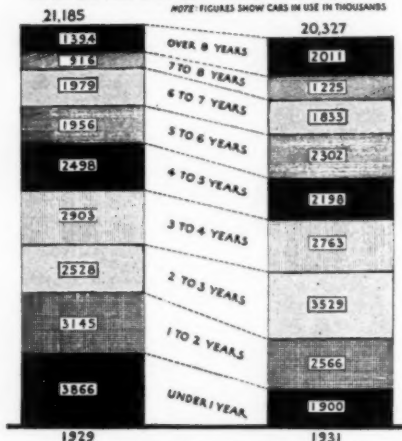
DETROIT
 CLEVELAND

SAN FRANCISCO
 ATLANTA

WHAT A PROSPECT DETROIT HAS!

PASSENGER CARS IN USE IN THE U.S. AT THE END OF 1929 AND 1931 GROUPED ACCORDING TO AGE

NOTE: FIGURES SHOW CARS IN USE IN THOUSANDS



Courtesy Chrysler Motor Corporation

ACCORDING to the chart above, compiled by John K. Scoville of the Chrysler Motor Corporation, there are 10,758,000 automobiles of four years of age and less in use in the United States today. Again, according to the same authority, 24% of a cross section of car owners have indicated their intention to buy automobiles in 1932. This would mean a replacement need of 2,600,000, or 30% greater than in 1931. At the present mo-

ment employment is higher in Detroit than it was in the same period of 1931, with every promise that it will continue to remain higher. It is not unreasonable to believe, as many economists have been quoted, that Detroit may lead the recovery. At any rate, Detroit, America's fourth market, offers a great advertising opportunity in 1932, for you can cover 71% of all homes with incomes of \$3,000 and over by use of The News alone.

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, INC.

J. E. LUTZ

1932's Best Seller May Be in Your Own Factory

American Life Has Been Revolutionized—and American Merchandise Must Be Revolutionized, Too

By C. B. Larrabee

DOWN South there's a farmer who has developed quite a business selling peeled potatoes.

Seeman Brothers bring out new potatoes, peeled, cooked and canned whole. Another large wholesaler offers Italian style peeled tomatoes.

A company of flour millers, Ballard & Ballard, in Louisville, Kentucky, saw the possibilities in the modern methods of store refrigeration and began to distribute ready-mixed biscuits. All the consumer has to do is to take them out of the can and put them in her oven to cook. Distribution of the product on a national scale has now been taken over by the Kraft-Phenix Cheese Corporation.

One of the select group of companies showing greater net profits in 1931 than in 1930 is Berth Robert-Gross, Inc. This company manufactures semi-finished dresses, dresses on which all the difficult sewing is done but which have to be finally put together by the woman.

In the food industry there are dozens of other examples of manufacturers who have found the sales possibilities in carrying the manufacturing process one or two steps beyond where it has been carried under traditional methods and are cashing in on their willingness to help the consumer.

All of this suggests that one of the sales-making ideas for 1932 will be found in doing just a little more to the product than has ever been done before.

Of course, there is nothing new in the basic idea. One of the biggest food companies of all, Campbell, has been saving women trouble for years. Prepared pancake flour is an old development. Every grocer carries on his shelves plenty

of products that are almost entirely prepared for the consumer. The significant fact is not that the idea is old, however, but that, although it is old, its possibilities have by no means been plumbed.

It Makes Ginger Bread

and
Other
Good
Things



This new product, besides making quickly and easily the best of ginger bread, makes other good things, makes them swiftly, makes them just as good too. From a can of Duff's Ginger Bread Mix the housewife can make also waffles, layer cakes, drop cakes and a number of nice desserts.

Besides taking the drudgery out of making ginger bread this flour takes it out of a lot of the other baking for the family. All the ingredients are in this one flour; just add water, mix, bake—that's all.

Let us send you a can for a personal trial and with it a booklet to tell of all the things Duff's Ginger Bread Mix will make. It is more than a one cake flour. When you have tried it personally then we have a plan to let you try it with your customers to convince yourself that they like it as well as you do.

Duff's Ginger Bread Mix is "money backed"; buy it and if you don't sell it you can have your money back.

P. DUFF & SONS, INC.

Pittsburgh, Pa.
Carriers of Duff's Mixtures

Copy That Tells Dealers About a Short-Cut Product

Right now there is a lot of discussion concerning the new products that are going to take business out of its present valley. Industries are looking about for some product like the automobile or the radio that will do what those products did in their periods of great growth. It is all very well to look about for such products and to turn hopefully to air-conditioning, television or other poten-

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tial industrial giants of the next decade. On the other hand, will it not be just as well for most manufacturers to turn their gazes from distant horizons and scrutinize very carefully the possibilities that lie within the confines of their own factory walls?

It is a fact that most so-called new ideas are merely extensions of old ideas. Several executives who have become famous for their ability to find new things cheerfully admit that their gift is not that of originality but rather that of skillful adaptation. They are in reality ethical plagiarists—going into other industries for sound methods that can be adapted to their own.

The decade from 1920 to 1930 saw tremendous developments in various industries. The frosted food business, applied first to the backward fishing industry, called upon electrical refrigeration, another development of the busy decade of the '20's, and now promises to revolutionize the food industry. The revolution will come not alone from the sale of frosted foods, but also from the opportunities that store refrigeration gives to manufacturers outside the frosted food industry to adopt refrigeration as a sales aid to their products.

Farm Women Have Changed Buying Habits

The automobile made possible good roads which, in turn, remade marketing maps. Electricity and power on the farm have turned farm living and buying conditions upside down. One indication of this was a farm survey made several years ago by the Standard Farm Paper group. This showed that within a few short years farm women had almost completely changed many of their buying habits. Imagine, for instance, the farm woman of 1900 buying prepared pancake flour. Further than that, imagine her buying it in small packages.

City life has undergone similar marked changes. The building boom of the '20's resulted in the erection of thousands of apartment houses and the consequent hegra

of millions of families to small housekeeping quarters. This meant an unusual impetus for compactly packed products and for ingenious labor-saving devices.

During the '20's we witnessed an unparalleled growth in suburban areas around great cities. The large house faded out of the picture and the small house came into being.

1920 Ideas and Products Aren't Best Today

Thus almost within the limits of a single decade American life underwent changes that many manufacturers can't yet realize fully. The two lean years of 1930 and 1931 have unquestionably slowed down the rate of change, but they have not turned conditions back upon themselves so that we shall go back to old ways of living. If the frontier theory of history is correct, there will be a slowing down of development—but the manufacturer who is doing business with a 1920 product and 1920 ideas will not get to the limits of his sales potentialities in the next decade.

This brings us back to that Southern farmer who has developed quite a business selling peeled potatoes. Perhaps your own business can build new possibilities by peeling its potatoes.

Is there one more step that can be taken to prepare the product for the consumer? Is there some variation of the product that will open new markets? There were plenty of women buying biscuits from bakers just as there were plenty of women buying the ingredients to make biscuits when Ballard & Ballard saw the possibilities of OvenReady biscuits. The development of Quick Quaker Oats didn't kill the market for the old type of rolled oats. It did put oatmeal on thousands of breakfast tables where it wasn't being found because women didn't have the time to make or wouldn't go to the trouble of making old-fashioned oatmeal porridge.

Therefore, for 1932 maybe a pretty good slogan would be, "Look for potatoes to peel."

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Sometimes It's Best to Use Axe on Obsolete Merchandise

Editor of PRINTERS' INK:

We manufacture and sell through our own engineers a complete line of industrial instruments. These are made to order and except for a few items they cannot be stocked. On a certain per cent of our orders changes in specifications are made after the instruments have been built. For the past two years instead of junking these instruments, we have attempted to sell them at a special price.

We are now considering advertising them in the classified sections of trade papers in the same manner as used instruments are advertised.

Do you know of any other manufacturing companies who advertise "used" equipment over their own name in competition with their regular products? Perhaps you know of a better way of disposing of these orphans.

Should you refer to this letter in your paper, please omit our name.

A CONSTRUCTIVE idea, which may or may not fit this case, is to use these orphans as sales-makers in small or penurious factories where the cost of the regular line appears prohibitive. Placed judiciously through salesmen, these instruments, like priming in a pump, might well lead to a good flow of business later.

Inquiry among four representative industrial instrument makers reveals that none ever advertises for sale an instrument which has been rendered obsolete by a new and improved model. Among these companies it is the general practice to junk such instruments, or where it is possible, to use some of the parts in the manufacture of redesigned instruments, for improvements usually do not involve changes in every part.

The point was generally made that improvements are likely to be a matter of slow development and as few instruments of the built-to-order type are ever carried in stock; it is good policy to work off old models before introducing the new line. Sweeping changes in design are very seldom made; so that it is quite often possible to bring up to date such instruments as are stocked by substituting the new or improved gadgets for the old.

Two of the four companies

stated that they never sold instruments made obsolete by improved models. In one case it was said that when obsolete instruments do get into stock, due to over-estimating orders, or cancellations, they are sometimes offered at a lower price through their own salesmen, but never advertised—the buyer, of course, being informed that while they are usable and efficient, they are not the latest model. In another case it was said that certain small instruments, of which a small quantity was left in stock after replacement by new models, are sold at reduced prices through the salesmen, all catalog descriptions being marked "Obsolete" with pen and ink.

It is the general policy of these concerns, PRINTERS' INK learned, to "hit with an axe" used instruments taken in exchange as part payment on new models, rather than to attempt to recover something from them by offering them for sale in competition with new and improved products. However, trade-ins are seldom allowed.

Where it is possible to salvage bases or parts of obsolete instruments so that the loss will not be heavy through junking, we believe that to be the better policy. If salvage possibilities are low and considerable investment is involved, we think one would be justified in advertising these instruments for sale in the classified sections of trade papers, as is done by makers of industrial machinery. Such advertisements should plainly state that the instruments are obsolete. Perhaps, to prevent competition with the improved line, it would be advisable to devise a different brand name for such products, though retaining the company's signature on the name-plate.

Another method would be to dispose of the entire lot to some jobber in the trade who handles such equipment. It would also be advisable to identify the instruments with a different brand name.—[Ed. PRINTERS' INK.]

Dealers Get a Sales Plan Written in Their Stores

Sparks-Withington Goes Out on the Retail Firing Line to Get Really Helpful Suggestions for Its Retailers

DEALERS can be fooled on some things but not on everyday details of their business. That is why any study of dealer problems, which aims to arrive at solutions that will recommend themselves to dealers, must be complete. The Sparks-Withington Company has spent thousands of dollars in an investigation which took months of time but it is satisfied that the results will command the respect of dealers; that the company will win their support in putting suggestions for better retail selling into practice; that these improvements will lead to increased sales which, in turn, will compensate Sparks-Withington for the cost of its investigation.

The results of the study are boiled down into a manual of radio salesmanship. It is issued in six, small, easily read booklets which deal with every main phase of day-to-day retail selling. With it goes a fifty-page demonstration portfolio designed to give the dealer and his salesmen a forceful means of holding a prospect's interest, to back up the salesmen's statements with visual proof, to cover the strongest selling points most effectively, and to sell a prospect on the advantages of buying from a reputable and well established dealer.

Seeing Difficulties as Dealers See Them

This material is not outstanding for the ground that it covers. This has been gone over before. The study merits the attention of manufacturers particularly for the painstaking effort that has been taken to see the difficulties of dealers as these problems actually take place, and to review them in the vocabulary used by dealers and prospects in discussing them.

To get these real word pictures, trained investigators visited the

stores of successful dealers throughout the country. They watched the sales methods of retail radio salesmen who make money both in good times and bad. They wrote word-for-word reports of what these men are doing to get business at a profit.

Five Objectives Are Aimed At

Trained shoppers, posing as typical prospects, went to the stores of other successful retailers. Objections were raised, arguments encouraged to prod the selling stimulus of dealers. This information has been classified into a merchandising program for dealers and jobbers. It aims at five objectives:

1. To help dealers to sell quality radios against cut-throat competition.
2. To maintain price and make a fair profit.
3. To prevent excessive trade-in allowances.
4. To close sales when customers are just "looking around."
5. To get, at a profit, a full share of the business in each dealer's territory.

The new plan, according to William Sparks, springs from his company's policy of facing facts squarely. "What happens in the retail store is what governs the success of the retailers, the distributor and the manufacturer," he states. "We are all in the same boat. We recognize that the responsibility for the dealer's prosperity rests not on the dealer alone, but also on the manufacturer. "We have spared no effort in going straight to the field for accurate information. There isn't an ounce of guess-work or theory in the whole plan. Everything that has gone into it has come right from dealers and salesmen who are making sales and making money."

'WARE

the Gravy, M'Lord!

Once upon a time you knew where you were when it came to judging a man by appearances. If he wore a dress suit he was either wealthy or a waiter (or both).

Now he may be anything from a gigolo to your janitor on the loose—and the problem isn't simplified by those with more money than marbles going in for studied shabbiness. You never know when an apparent mendicant, with a spot of gravy for a stick-pin, may step out of a town car and fix up Tiffany's with a month's pay roll dough.

So when you are tempted by the siren song of "the better class reader," put a finger in each ear and ask for it in writing, with a notary's seal to make it all shipshape and legal. And while you're waiting (and wait you will) consider the possibilities of an evening newspaper circulation which is neither better nor worse, but is ever so much bigger.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

●
National Representatives:

RODNEY E. BOONE ORGANIZATION

TRUE STORY IS MAGAZINE WITH

RANKS THIRD IN TOTAL

True Story is the *only* major magazine with a gain in advertising lineage for January, 1932 according to Printer's Ink. The percentage of increase was 5.1%.

In the January issue of True Story there were 34 pages of advertising. Only two other major women's publications carried a greater number of pages of advertising in the same issue.

Here is the ranking by pages in the major women's classification:

Good Housekeeping	60	pages
Ladies' Home Journal	44	"
True Story	34	"
Woman's Home Companion	30	"
McCall's	29	"
Delineator	21	"
Pictorial Review	19	"

THE ONLY MAJOR MONTHLY MAGAZINE WITH

ONLY MAJOR GAIN IN JANUARY

PAGES IN WOMEN'S GROUP

This January increase of True Story follows the great-
 at 12 months period in the history of the magazine. In
 1931 True Story was the only major magazine with a
 34 page revenue gain over 1930.

Substantial gains in 1931 were made in the following
 classifications: food products; cleaning products; household
 products and drug products.

The reason for these gains is simple. True Story sells
 merchandise profitably!

Advertisers in every classification have found that the
 900,000 families who read True Story, practically to the
 exclusion of all other magazines, are responsive to selling
 efforts. These True Story families are willing and able to
 buy advertised merchandise. And They Are Buying!

These are the type of prospects on whom you must
 concentrate your efforts in 1932—and True Story is the
 magazine in which you should concentrate your advertising.

WITH A REVENUE GAIN IN 1931



EVEN THE CHINESE HAVE A YEN FOR VENDING MACHINES

The "automatic" appeal is universal. Tangos Argentines, fortune-telling Moroccans, snuff-chewing Swedes all love to twist the handle and have the works do the rest. Mills coin controlled machines grace innumerable counters and stands in Japan, Australia, Madagascar, Ceylon, Africa, Europe and every country on every continent. Wherever found, the machine stirs the same impulse, induces the natives to part with goods more economically, produces the natives to part with the local specie. Let us help you investigate your marketing opportunity in this field. Write Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

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Senate Radio Resolution Draws Adverse Comment

Here Are Opinions of Advertisers, Advertising Agencies and Radio Stations

[EDITORIAL NOTE: Advertisers, advertising agencies and broadcasting stations have written PRINTERS' INK expressing their opinions as to the desirability of legislation for the restriction of commercial broadcasting. These opinions were prompted by the Couzens resolution, text of which was given last week, together with a letter from Senator Couzens.

Since the publication of this report, the Senate has adopted the resolution which directs the Federal Radio Commission to make a survey and report on the commercial uses of broadcasting. The Commission will send questionnaires to all broadcasting stations.

Of particular interest to advertisers is the recommendation by Senator Couzens that commercial advertising be limited to program sponsorship mention. Such restriction, as it would affect the interests of advertisers, the public and radio programs, is discussed in the following letters.]

H. A. BELLWS

Chairman, Executive Committee
NATIONAL ASSOCIATION OF BROADCASTERS

The broadcasters of America, through the National Association of Broadcasters, have already gone on record as heartily favoring such an investigation as the one proposed in the Couzens resolution. As chairman of the executive committee of the National Association, I believe that such an investigation will conclusively demonstrate that any form of Government monopoly of broadcasting, such as exists in European countries, would be so distasteful to the American people as to be absolutely out of the question.

As regards the proposal to limit by law the character of advertising, this seems to me both unnecessary and pernicious. Offensive ad-

vertising by radio manifestly defeats its own purpose, and the elimination of such advertising is absolutely inevitable as the result of popular pressure. If broadcasting is to remain in private hands, as Senator Couzens himself recommends, there can be no more justification for prescribing the form which radio advertising should take than in prescribing the form of any other type of advertising.

I retain enough confidence in the American way of doing things so that I believe the people of this country are qualified to manage their own affairs, and have not yet reached the stage where they are willing to let the Government prescribe advertising methods for industry.

* * *

J. M. MATHES
Vice-President

N. W. AYER & SON, INC.

The effect of any legislation limiting the commercial use of radio will naturally be in ratio to the restrictions. If advertisers were to be limited only to announcements of sponsorship and actual selling were barred, the effectiveness of radio advertising obviously would be limited to the building of goodwill. Many present radio advertisers would not be interested.

If advertisers lose interest in this medium, it is my opinion that radio will suffer in quality of entertainment. The rapid development of the radio industry has been made possible because advertisers have recognized radio as an effective advertising medium.

Advertisers have spent huge sums for talent, knowing the effectiveness of radio depends upon the popularity of the entertainment offered. Critics of radio entertainment should keep the size of the audience in mind. When we have an epidemic of crooning it is only

because this form of entertainment is popular. Advertisers are giving the public what the public wants. When the dish causes any general indigestion rest assured it will be changed.

Some advertisers, not understanding this medium, have been too strenuous in their radio salesmanship. But between the over-gestured, shouting go-get-'em announcement, which usually misses its mark, and the mere announcement of sponsorship there is the effective well-balanced radio selling which the audience is perfectly willing to receive.

Regardless of any Government investigation, survey or legislation, I would urge radio advertisers to study the selling portion of their radio programs.

My suggestions to radio advertisers are:

Study radio as a medium.

Remember your admittance to the prospect's home depends upon your ability to entertain.

Realize the spoken word is different from the written word.

Make your radio selling effective, but keep it short.

If advertisers follow the above and give the audience a well-balanced program of entertainment, radio will continue to be a welcome and effective advertising medium and there will be no excuse for Government interference.

* * *

ROY S. DURSTINE

Vice-President and General Manager

BATTEN, BARTON, DURSTINE & OSBORN, INC.

My thoughts about radio advertising, contained in a symposium put out by *Broadcasting*, are attached.

From where I sit it looks as if there would be these five trends in radio broadcasting in 1932:

1. A greater realization on the part of the advertiser that in his spoken selling over the air he must be just as courteous, just as persuasive, and just as considerate as he is in the personal selling by his salesmen. When he trains a house-to-house salesman he makes sure

that the training includes an agreeable approach, a convincing argument, and a knowledge of the fact that many a sale is ruined because a welcome is over-stayed.

2. It's a presidential year and if 1928 is any guide that means the sale of a lot of radio sets. Maybe this will be one industry which will receive an impetus from the campaign on the air.

3. It will be interesting to see whether the politicians who object when an advertiser sells his product will exercise the restraint which they advocate when it comes to selling their own merchandise. Most advertisers are quick to condemn over-commercialism in everybody else but have a blind spot when it comes to their own selling talk.

4. A realization on the part of talent concert bureaus, and artist managers that most things cost less today than they did a year or two ago and that in the face of that trend talent costs cannot ride an ascending scale.

5. The exercise of greater ingenuity in the building of programs rather than the expedient of buying one big name.

* * *

CLARENCE MARK

Vice-President

G. WASHINGTON COFFEE REFINING COMPANY

We believe that radio advertising is best left as it is. Advertisers broadcast over the radio to inform the public with reference to their products and to get the good-will of the public.

Any advertiser that does not secure good-will through his radio broadcasting will soon find it unprofitable as an advertising medium and will automatically discontinue its use thus removing those programs not pleasing to the public.

The rules already established protect the public against abuses and would seem ample. There is today more censorship of radio broadcasting than there is of printed matter reaching the homes of the public.

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the United States could spend its time to much greater advantage in taking care of some of the vital issues rather than carrying on such futile investigations.

* * *

FROM A VICE-PRESIDENT
NEW YORK ADVERTISING AGENCY
(Name withheld by request)

Radio is such a new medium that it has not yet settled down to a rock-bottom foundation.

Broadcasting stations have made mistakes in the character of some of the programs, many of which have been and are being corrected as errors become apparent.

Mistakes will, no doubt, be made in the future, because to err is human.

Newspapers make mistakes.

Magazines make mistakes.

Even nature makes mistakes.

No law ever devised will entirely prevent mistakes.

We have laws to control fraudulent advertising, which should cover radio as well as other advertising media.

We have the Sherman law, designed to prevent monopoly. We have rules by the Radio Commission which are virtually laws. With the proper application of the laws now in existence, there should be little reason for more laws to govern radio.

To pass a law that would legalize any advertising except the name of the sponsor, would mean the discontinuance of the great musical and vocal programs which the public now enjoys with no admission charge except the two or three minutes of time which the advertiser appropriates for the description of his business or product.

There is no compulsion to listen to any radio program any more than there is compulsion to read a newspaper or magazine. It would be just as reasonable to pass a law that newspaper or magazine advertisements should not consist of anything except the name and address of the advertiser as it would be to put that kind of restriction on radio advertising.

If Senator Couzens will consult the General Motors Corporation for example, he will learn that

radio advertising has been instrumental in selling many automobiles—which means more employment and increased business for Detroit, and for the nation!

* * *

FROM A VICE-PRESIDENT
BROADCASTING NETWORK
(Name withheld by request)

Our general feeling about an investigation of the broadcasting industry is that broadcasting can very well stand investigation and has nothing to fear, at least so far as the networks and the better class local stations are concerned. As you well know, an investigation of the whole field of the press, or any other enterprise with a strong public service aspect, would disclose some weak sisters.

One of the striking things about radio broadcasting, to us, is the swiftness with which it has set its own house in order, reaching in a few years as high standards as other media have obtained only after generations of development. Of course, this is partly due to profiting by the lessons learned before broadcasting was ever born.

We do not feel that broadcasting is not susceptible to improvement in the public interest; our whole course has proved to the contrary.

I believe it is worthy of thoughtful consideration that probably no one else is quite so sensitive to the public reactions to broadcasting as the broadcasters themselves. And we wholly disagree with anyone who thinks that there is growing dissatisfaction. On the contrary, we believe broadcasting is making millions of new friends each year and that the vast majority of American listeners are quite content to accept a reasonable amount of advertising as their only "tax." This is not to say that advertising practice on the radio cannot be improved. It can be and it will be. Some of the biggest and most intelligent national advertisers are continually working with the networks to that end.

Here is one final thought I would like to leave with you for what it is worth. Is there not a danger that the attacks on broadcasting, which have been numerous

this year, although they emanate from relatively few sources, are going to have a boomerang effect in building up in the public mind a feeling that *all* advertising is disagreeable and distasteful, as such? Until these attacks started the American public had, I believe, pretty well come to feel that advertising was part of their daily news fare and that there was distinct value in information about industries and products.

Radio advertising is openly and lawfully supported by advertising revenue and I believe the American people want it so from all indications that come to us. They do rebel when it is overdone, but more and more we are finding it possible to control that aspect of things.

I have not touched on the reasons why broadcasting supported by advertising is infinitely to be preferred in America to Government operation. I believe the reasons are both legion and obvious.

Moran Shoe to Seymour Schiele

The Moran Shoe Company, Carlisle, Ill., manufacturer of infants' soft-soled shoes, has appointed the Seymour Schiele Advertising Company, St. Louis, to direct its advertising. Business papers will be used in the initial campaign. Women's magazines will be used later.

Detroit Office for Bryant, Griffith & Brunson

Bryant, Griffith & Brunson, Inc., publishers' representative, will open a Detroit office on February 1 in the General Motors Building. E. C. Huggins, who has been with the Chicago office for a number of years, will be in charge.

D. K. Colvin, New Hoover Advertising Manager

D. K. Colvin has been appointed advertising manager of the Hoover Company, Chicago, manufacturer of Hoover vacuum cleaners. He has been with the Hoover advertising department for the last ten years.

M. L. Wilson to Retire from Blackman

M. L. Wilson, of The Blackman Company, New York advertising agency, will retire from that firm on January 31, 1932, continuing, however, to act with them in an advisory capacity.

Paul Meyer, Vice-President, World Broadcasting

Paul Meyer, former publisher of *Theatre Magazine*, has been elected a vice-president of the World Broadcasting System, New York. The company announces, in addition, that Mr. Meyer has been appointed its "Ambassador of Good-will."

Theatre Magazine, with which he was identified for many years, was founded by Mr. Meyer in 1900. Before that he was in business with his brother in the firm of Meyer Bros., booksellers and publishers. Previously he had been with Brentanos, his first connection after arriving in this country from France.

The World Broadcasting System holds a broadcasting license for Western Electric Noiseless Recording.

Now Sweetland, Newton & Martin, Inc.

Sweetland Advertising, Inc., New York, has merged with Walter L. Newton & Associates, of Los Angeles, and the business conducted by Raymond C. Martin, Albany, N. Y. The merged business will be known as Sweetland, Newton & Martin, Inc.

Ben J. Sweetland, who will be chairman of the board, will spend the greater part of his time traveling in the interests of the company. Walter L. Newton, president, will make his headquarters at New York. Mr. Martin will be vice-president and treasurer. Richard Messner, who has been with the Sweetland organization for a number of years, will be secretary.

Now Hurja-Johnson-Huwen

Hurja, Chase & Hooker, Inc., Chicago advertising agency, has changed its corporate name to Hurja-Johnson-Huwen, Inc., the original name under which the agency was founded. The original founders, A. O. Hurja and F. J. Huwen, are its active owners. Mr. Huwen has returned to the agency as vice-president, after an absence of several years devoted to sales management work in the oil-burner field. Mr. Hurja continues as president.

Beaumont & Hohman Open Chicago Office

Beaumont & Hohman, Cleveland advertising agency, has opened a Chicago office at 6 N. Michigan Avenue. O. K. Fagan, who was formerly with the Cleveland office, is manager. J. B. Van Horn, previously with the Kansas City office, is now at the new Chicago office.

Mattress Account to Ruthrauff & Ryan

The Master Bedding Makers of America, Holland, Mich., a co-operative group of manufacturers whose product is the Spring-Air mattress, have placed their advertising account with Ruthrauff & Ryan, Inc.

CHA
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461 EIC
NEW
PRINTING

HIT

THE LINE HARD!

● Never was there a time when printing was really needed as much as now.

It doesn't take any seventh son of a seventh son to figure out that sales are not coming without real effort. But there is always some business for those who have the energy and the courage to go after it. That is old stuff, but true as Holy Writ.

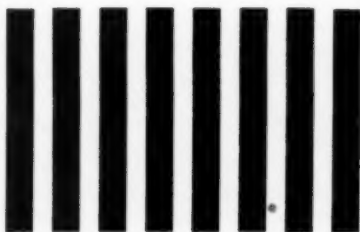
Is selling literature a luxury, to be indulged in only when conditions are good? Or is it a business necessity, taking a greater rank in importance as sales become rarer and harder to make?

Naturally your printing should now be planned with extra care. It should, like your other salesmen, do a better and brainier job; keep at it a little harder; put in longer hours.

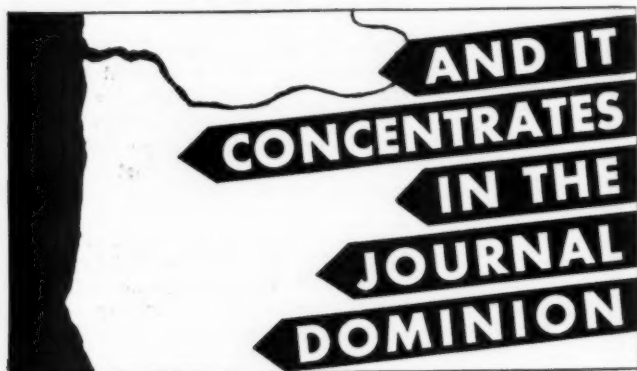
We will be glad of the opportunity to offer some suggestions as to your printing plans for the near future. Of course, without obligating you in any way.

**CHARLES
FRANCIS
PRESS**

461 EIGHTH AVE.
NEW YORK CITY
PRINTING CRAFTS BLDG.



The Largest Circulation in the Pacific Northwest



The Journal is head and shoulders above long-established leaders! What's more, 84% of its circulation covers the city of Portland and its immediate trading area. The Journal also represents the largest state coverage of any Portland daily. Your sales will never register 100% for this territory until you give them the support of this powerful advertising medium.



THE
Afternoon
Sunday

The Journal . 107,562
 Oregonian . . . 104,029
 Seattle Star . . . 99,166
 Seattle Times . . 96,102
 Seattle P.-I. . . . 95,010
 News-Telegram . 81,081

JOURNAL

PORTLAND, OREGON

■ Represented nationally by REYNOLDS-FITZGERALD, Inc. . . . New York ▲ Chicago
 San Francisco ▲ Los Angeles ▲ Philadelphia ▲ H. R. Ferriss . . . Seattle

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Protecting Dealer When Prices Are Reduced

Month's Notice Usually Enough for Retailer to Get Set If He's Reasonably Nimble

CECIL, WARWICK & CECIL, INC.
NEW YORK

Editor of PRINTERS' INK:

Will you please be kind enough to send me whatever information you have on the procedure followed in the trade by manufacturers of trade-marked items when making a price reduction.

F. T. McFADEN,
Space Buyer.

EXPERIENCES of many manufacturers show that it is good policy to protect both jobbers and dealers against losses on old stocks when a reduction is made in the standard price at which a trade-marked article is offered for resale. The general practice is to notify the trade about one month in advance of the public announcement of the new retail price, so that old stocks may be worked off. Frequently the new wholesale price and the new price to dealers are put into effect a month in advance; so that retailers who are nimble enough to work off goods purchased at the old price will be able to sell at the old retail price goods purchased at the lowered dealer price.

That was done when Van Heusen reduced the retail price of collars from 35 cents to 25 cents. A letter to the trade, over the signature of the president, July 1, announced the reduced wholesale price, effective on that date, and the new resale price, to become effective August 1. The result was that old stocks were cleared out during July, and dealers were all set and well pleased. In order to impress dealers with the importance of stocking up for increased sales at the lowered price, advertisements were run in business papers, and dealers received an eight-page, newspaper-size broadside.

There may be some objection to this system where the product is sold through a great number and variety of outlets. In such cases, putting the new wholesale price into

effect in advance of the new resale price is liable to result in some dealers beating the gun on the new resale price, taking unfair advantage of other dealers not so fortunate as to shelf stocks. This angle may have been considered when Canada Dry made its 20 per cent price reduction last April and notified jobbers and retailers only a few days before the new prices took effect. There is another consideration in favor of the bombshell announcement, which is that dealers do not have the matter-of-fact attitude toward it which may come from weeks of lagging interest. If the new price breaks like a big piece of news right before the resale price reduction, dealer enthusiasm is likely to have a sanguinary influence upon sales.

How Canada Dry Protected Its Dealers

Canada Dry provided equitable protection for both jobbers and retailers on stocks depreciated by the new price. Because of the large number of outlets, it was impossible to inventory dealer stocks; but, through a like arrangement with jobbers, dealers were given one case free with every five cases ordered for a period of three weeks. Jobbers were asked to report floor stocks, and received free goods in like proportion. This arrangement compensated for the price reduction and enabled jobbers and dealers to put the new prices into effect at once.

The L. Needles-Brooker Company had a somewhat different problem when volume enabled it to reduce the price on an improved Needles Fruit-of-the-Loom shirt. This company had built up considerable prestige on standard quality at a standard advertised price. A liberal mark-up for dealers and a "no-sale" policy had successfully

established this price. How to protect dealers, how to avoid the unfavorable implications of a sale on old stocks, if such a method were adopted, and how to maintain gross profits for dealers on old stocks thus sold, were the main problems.

It was decided to hold a national sale through dealers for one week, announcing, through local advertising only, a uniform sale price for the old stock. The company's

stocks were sold at a price low enough to enable dealers to obtain the established gross on the average between costs of stocks on their shelves and cost of sale goods.

Thus all of the old goods were cleared, with satisfactory results for dealers, and the way was opened for the new product at a lower standard price.—[Ed. PRINTERS' INK.]

What Groucho Says

He Is Ordered Home. Why?

(Cable)

GROUCHO,
PARK PLACE, LONDON:
IMPERATIVE THAT YOU COME
BACK HOME BY FIRST BOAT.
SIGNED "BOSS."

EAGLES,
NEW YORK:
BORROW OR STEAL FIVE HUNDRED
PLUNKS. SEND BY CABLE PARK
PLACE. KEEP MUM.
SIGNED "GROUCHO."

BOSS,
NEW YORK:
IF CAN GET NECESSARY MATTER
ADJUSTED SHALL SAIL FRIDAY S. S.
CAMPATRIA. TELL ME WHY.
SIGNED "GROUCHO."

GROUCHO,
LONDON:
FIVE HUNDRED, YOUR CREDIT,
LAMPERS BANK, LONDON.
SIGNED "EAGLES."

GROUCHO,
LONDON:
WANT YOU BACK. QUESTIONS
ANSWERED LATER.
SIGNED "BOSS."

DEAR Feller: The above is all I know about it, but thank God I'm sailing for home tomorrow. Could have sailed today but lost my letter of credit and had to get Eagles to send me some dough. Gent. Treas. must have had heart-failure from the bills for cables.

So I don't know what it's all about unless some radio messages I got on the Continent help to explain it. Here they are:

GROUCHO:
HOP FOR LONDON, PARK PLACE.
SIGNED "GENT TREAS."

You see Gent. Treas. was economical of words. Here's another:

GROUCHO,
MAY BUST LOOSE, YOU BETTER BE
THERE.
SIGNED "KANE."

That's the sports merger man. Here's another:

GROUCHO:
WHEN YOU LAND SEE ME FIRST.
IT WILL PAY YOU.
Signed "GATES."

Gates seems to be the villain in this drama. The way I dope it out is that Kane told 'em at the shop he'd give 'em his account but he wanted me to have a hand in it. That would explain the cables from Boss. Then Gates got wind of Kane being a friend of mine, didn't land Kane himself and has got a beautiful story of how he now wants me and how much more money I can make by bringing Kane to him. Whereas I could write out all that dialog in advance, knowing Gates as I do, I guess mebbe I'll pass Gates up.

Didn't get my time in Paris. Lotta things I didn't get. But now, old son, I don't care a darn what I didn't get, I wanna get home, where *Collier's* costs only a nickel and where you can still get a little thrill of ill repute when you buy a glass of beer.

A magazine wants my impressions of Europe. You give 'em to the editor for me. They are:

(1) Europe's hard-up also, but being more used to it they don't seem to worry so much.

Jan. 21

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(2) The guy who wrote "there's no place like home," was one wise gink.

(3) It was expensive to me to have so many people think I was rich because I was an American.

(4) Europe looks awfully good to come back to some time when I ain't worried or in a hurry.

Pad it all you want to. The above, when padded, is just about what any American's impressions of Europe are. See you in a week! Gosh! That sounds good!

GROUCHO.

Depression Compensation Plans for Salesmen

BONCILLA, INCORPORATED
INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

I wonder if you could refer me to articles which have appeared in recent issues of PRINTERS' INK concerning methods of compensating salesmen. I say "recent" because I think that some of the things that have been done in the past would not work today.

G. A. PENNOCK.

WE find ourselves forced to disagree with Mr. Pennock when he says that many compensation policies that have worked in good times will not work in poor times. It is an interesting fact that the foundations of many of the compensation systems now in use were laid in the depression days of 1921.

A prominent sales executive believes that it is one of the phenomena of depression that there is a general overhauling of methods of paying salesmen. "Unhappily," he points out, "much of the overhauling is done with the idea of getting more out of the salesmen by paying them less. Where salesmen work on straight commission the only method of cutting their 'salaries' is by juggling the compensation plan."

During the last ten years a number of sales executives have studied the question of compensation deeply and one of the points that has concerned them greatly is working out plans that will be adaptable to bad times as well as good.—[Ed. PRINTERS' INK

"Mighty Lak' a Rose" Registered as Theme Song

GOETHAM ADVERTISING CO.
NEW YORK

Editor of PRINTERS' INK:

This will refer to the notice run under the heading, "Radio Theme Songs," on page 19 of your December 17 issue.

We have purchased the exclusive rights to "Mighty Lak' a Rose" by Nevin, to be used as a theme song for the Jack Frost Sugar Melody Moments. We use this particular song in order to feature the "Sweetest Little Fellow" idea. The Jack Frost Sugar Melody Moments are sponsored by the National Sugar Refining Co. of N. J., New York, N. Y.

We would appreciate your listing "Mighty Lak' a Rose" in the PRINTERS' INK record of radio theme songs.

W. G. HILDEBRANT,
President and Treasurer.

G. J. Smith Joins Buffalo Agency

G. J. Smith, formerly advertising manager of the Robeson-Rochester Corporation, Rochester, N. Y., has joined Ludlow-Mansfield, Inc., Buffalo, N. Y., advertising agency. He was at one time with the Ritter Dental Company, Rochester.

J. C. Nuckols Advanced by Louisville "Herald-Post"

J. Cecil Nuckols, for the last six years a member of the advertising department of the Louisville *Herald-Post*, has been appointed advertising manager of that paper.

Represents Anderson, S. C., Papers

The Anderson, S. C., *Independent Tribune* and *Daily Mail* have appointed Bryant, Griffith & Brunson, Inc., publishers' representative, as their national advertising representative.

Joins Los Angeles Broadcasting Company

C. M. C. Raymond has joined the Los Angeles Broadcasting Company, operator of stations KFVD and KFAC, as an account executive.

Has Farm Seed Account

A. H. Hoffman, Inc., Landisville, Pa., farm seeds, has placed its advertising account with Fox & Mackenzie, Philadelphia advertising agency. Farm papers and direct mail will be used.

New Business at Dallas

B. G. Powell has formed his own advertising business at Dallas, Texas, with offices in the Athletic Club Building.

Three-Year Advertising Plan Stands Up After First Step

Returns Indicate Sales Will Finance Second Year's Campaign

By Bernard A. Grimes

THE Malted Cereals Company, of Burlington, Vt., has been in business for thirty years. It has advertised in other years but it decided to take its first taste of consistent advertising in 1931.

Maybe if the company had considered committing itself to the three-year advertising plan in one gulp, it might never have swallowed the recommendation. Wisely, however, the company determined to take the first sip. If the taste was good and the tonic increased sales, it would go ahead with the prescription. Accordingly an initial appropriation was made. Whether or not the company would follow through on a recommended three-year plan hinged on the returns from this initial investment.

An advertising allowance of so much a case on its product, Maltex, is depended upon to provide further appropriations. It is expected that not only will the original sum be again available but that the stimulus given to sales will make for a larger sum.

Maltex is a breakfast food which, until July, 1931, had been sold and advertised as Malt Breakfast Food. The name change was made to get away from over-emphasis on malt. The company had distribution in New England and part of New York State. Spotted distribution was gained in various other districts. For example, there was a demand for the product in the Minneapolis territory where the product found favor with lumbermen who had become acquainted

with it while in New England.

About ten years ago, the company did some promotion work in and about Washington, D. C. It sent a broker to Los Angeles and another to Chicago and in all three territories it does some business, but the bulk of its distribution has been within New England and New York. This was the situation prior to the start of the three-year campaign last year.

During the first year of the plan, which has now been under way about four months, it was decided to direct effort toward intensifying demand in New England and New York. For the second year, effort was to be spread to contiguous territories in Illinois, Ohio, Pennsylvania and New Jersey. Plans



"I owe my success to MALTEX"

said One-Round McCarthy

Malt-flavored whole-wheat cereal builds sturdy bodies. Even rebellious children like it.

WHEN last interviewed about MALTEX, the well-known baby's first food, we had to wait till he remembered it to find out what it was all about. Then he dug up his spoon for another, as he'd have to tell it for him.

MALTEX is a malt-flavored whole-wheat cereal that is getting on to everybody's breakfast table these days because it's so nice and it's easy. It's different from any other cereal you've ever seen. Spunky children like it. They like the malt

flavor. And even busy-breadfast husbands are pressing an extra minute or two to get it.

The malt lends a new flavor and aids digestion. The whole wheat builds tone, improves bone structure and increases vital resistance.

MALTEX is easily and quickly prepared, has a fine texture and, like the morning cup of coffee, never loses its satisfying nerve even when eaten repeatedly.

Get a box of MALTEX today at your grocer's. Serve it for breakfast tomorrow.

Everybody likes **MALTEX** — the malt-flavored whole-wheat **CEREAL**

Test Your Wits

Win New York, America's Radio King, on the MALTEX Radio Program every Wednesday at 7:30 P.M. (Eastern Time) on WABC (Radio City), WJZ (Bluebird), WJL (Jockey), WJL (Jockey), WJL (Jockey), WJL (Jockey).

The Newspaper Advertisements Are Written to Sell Maltex and Build a Radio Audience

And Now—

Here's How Times Have
Changed in PITTSBURGH!

The Sun-Telegraph's Story of Progress During 1931

Following are percentages of evening and Sunday linage carried by the Sun-Telegraph in the years of 1930 and 1931, and in the months of December of the same years. Note the substantial progress in Total Display, Local, National and Automotive advertising, and in the sub-classifications:

	Year		December	
	1930	1931	1930	1931
	%	%	%	%
*Total Display	44.6	47.2	43.9	47.6
*Local Display	44.3	46.3	43.3	46.9
National (General)	45.3	48.8	47.8	50.4
Automotive	45.8	51.6	47.5	52.2
Men's Clothing Stores	34.6	42.2	34.3	44.3
Women's Wear Stores	43.4	45.2	56.4	52.6
Credit Clothing Stores	30.3	9.5	10.9	8.5
*Department Stores	47.8	50.0	46.0	51.4
Furniture Stores	42.6	42.7	37.3	40.2
Grocery Stores	47.1	48.4	49.9	48.1
Musical Instrument Stores	42.6	53.9	39.4	59.5
Professional	55.8	56.7	53.9	58.5
Beauty Shops	35.3	36.2	38.0	44.0

*Ten-month period only — March to December, inclusive. This period is used because Department Stores were out of the other evening and Sunday newspaper during January and February, 1930, due to rate disagreement.

Based on Figures by Media Records,
with no alteration of any kind.

THE PITTSBURGH
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

for the third year, of course, depend upon results accomplished. Already the schedule has been changed with the addition of Detroit to the field covered in the first year.

The jump from Buffalo to Detroit was made when it was found that the company would have to pay almost as much for half of the radio stations it desired to use as it would for all in a split network. This factor influenced the three-year plan and forced the company to go a little faster. The plan makes use of three media—radio, newspapers and store displays.

Sampling Done on Large Scale

Previous to the present plan, sampling had been the main weapon for getting new users. It continues to be an important factor in the company's sales promotion but now it is not the only important factor. Samples are offered in radio broadcasts, they are included in every case which dealers receive, and are used in merchandising drives in thickly populated cities where the product is being introduced.

Thirty-seven newspapers in twenty-nine cities are being used, insertions to appear once a week over a period of twenty weeks. Maltex being used as a hot cereal, the company's principal season runs from October to April. Newspaper space aims at two objectives; primarily to sell the product, and secondarily to build an audience for the radio program.

The radio program is designed principally to interest children. Newspaper space carries a broader appeal to cover the three groups that constitute the Maltex market. First there is the market for children five years old and over. These youngsters, the company feels, know what they do and do not like to eat. Copy addressed to them aims to get away from a "you-must-eat" cereal exhortation. Children, like grown-ups, rebel against those things which they feel have to be done, so copy coaxes them to ask for and eat Maltex as a cereal that is pleasant and strength-building.

Another appeal is addressed to mothers who select the food for children from three months to five years of age. The third group, to which special messages are addressed, represents the adult market itself.

The company makes it a point to keep its advertising out of the food pages. This is done for two reasons: First, it desires to reach the whole family. Its copy is purely human interest and does not fit into the spirit of food pages. Second, the space used is comparatively small and the company feels that it would rather compete for attention with a heterogeneous group of neighboring advertisers than it would with a large space food advertiser.

When the campaign got under way, there were no advance bulletins or broadsides sent to jobbers to steam them up and get them to order large shipments of the product. Such increased orders as did come in were thus viewed as a check on the advertising's effectiveness.

Through the radio program, it is known that inquiries for the product will come from some sections where jobbers do not handle the product. To these jobbers letters were written explaining what advertising was being done and stating that it was hoped that such demand for the product would be a forerunner of others to come, rather than evidence of an isolated case.

Newspaper Advertisements Sent to Dealers

A portfolio of the newspaper and radio schedules was sent to dealers, along with a set of sixteen enlarged newspaper advertisements for window displays. It is felt that grocers respond to the same human interest appeals as do their customers and for every four posters passed up, a grocer might succumb to the fifth and display it.

It is early to gage the results of a campaign that has been under way but a few months. Sales for the last quarter of 1931, however, have increased materially and to such an extent that the soundness of the advertising has been shown.

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£1 Sterling Goes into Advertising

How British Millers, Spurning Press Agency, Used Paid Space to Fight Wheat Quota

By Thomas Russell

London Correspondent of PRINTERS' INK since 1891

[EDITORIAL NOTE: This is one of two articles that Mr. Russell wrote for PRINTERS' INK while on his death bed. On December 31 he dictated a letter sending them to us. His signature on this letter was the last time he ever signed his name. The articles were mailed and that night he died. "I am very ill indeed," the letter said, "and it is extremely difficult for me to do serious work." On previous contributions it was Mr. Russell's custom to designate himself as "London Correspondent of PRINTERS' INK." This time he put it, "London Correspondent of PRINTERS' INK since 1891." Perhaps he had a premonition that this was his last piece of work for us and wrote the "by line" the way he did to indicate the final termination of a connection of which he and we had been proud for more than forty years.]

IT is inevitable that when a Government tries to take a hand in assisting the solvency of its trade and the value of its currency by political methods some funny thing should happen. The moral of this is that governments should not interfere.

As soon as an official effort is started to save any industry from international competition other industries inevitably support the cry of "Me, too!" For a long time the bad condition of agriculture in Britain has been complained of. As soon as a good crop of vegetables or fruit begins to mature, the market is swamped with third-rate foreign-grown stuff and the home product may then not even be worth sending to market. These things are our natural farming industry along with barley and oats.

For some reason, however, farmers are always clamoring for the protection of wheat. Now wheat as grown here is a limited crop

both geographically and economically. The whole of it represents well under 10 per cent of our agriculture, and much less than half this is used for human food.

When the National Government began to show an interest in wheat the people who stood to gain were not the farmers but the millers. The milling industry is very highly organized, among a number of extremely rich firms, all in coast towns for transport reasons, and their job is to grind American, Canadian, Argentine, Russian and other hard wheats, which are to some extent diluted with the soft British wheat.

Seeing their opportunity, the millers quickly got together, obtained able expert advice, and rejecting any idea of trying to influence public opinion by letters to newspapers and the various wiles of the press agent, started a cam-

Buy British !

"I hope that everyone will be vigilant in making demands for British labour and its products, so that we do not import one shilling's worth of goods more than is necessary."
J. RAMSAY MACDONALD

British is best... BREAD

baked from Home Milled Flour is the most economical food you can buy

See this bread on your Baker's window. It tells you that his is a patriotic baker using only flour milled in this Country.
He does not use imported flour



BREAD IS THE CHEAPEST FOOD

paign of bold advertisements three columns wide, and almost any depth up to three columns long. These advertisements declared the merits of British-milled wheat, and also British-baked loaves, distributed cards to all bakers, and handed the imported flour trade a considerable biff.

The stage hands will now ring down the curtain on Act I. Act II opens with thunder and lightning, and a Government measure requiring that a certain quota of all flour used in the Kingdom shall be either of British origin or be derived from the British Dominions overseas.

For reasons of doubtless a highly technical nature the milling trade did not like this, and the quota was promptly attacked in the same way and almost on the same scale as the creative "Home Milled" advertising. The statement read:

"THE MILLERS AND THE WHEAT QUOTA"

"A Statement of Vital Importance"

In order to remove a serious misunderstanding which appears still to exist in the minds of the public, Members of the House of Commons, and even (as it seems from publication in the Press) in the minds of certain Cabinet Ministers,

THE NATIONAL ASSOCIATION OF BRITISH AND IRISH MILLERS

desire to announce that the entire Milling Industry is opposed to a quota system—whether for Home-grown or Dominions wheat—on the ground that it will ultimately redound to the far greater advantage of the consumer than would the more straightforward method of a tariff, including preference to the Dominions.

"Furthermore, it would completely disorganize the milling and grain trades."

The action of the milling trade has been severely criticized by members of the Administration, one of whom remarked that there was very little to choose between this kind of political pressure and the Labour Union block in the House of Commons so much resented.

Some people say that the miller would object to the quota because it would prevent gambling on the price of wheat. But then some people would say anything. They are so uncharitable.

Pennsylvania Outdoor Group to Meet

The annual meeting of the Outdoor Advertising Association of Pennsylvania will be held at the Penn Alto Hotel, Altoona, Pa., January 25 and 26. According to an announcement made by B. F. Burgunder, president of the association, the annual meeting will be strictly devoted to business. There will be no addresses of welcome, special introductions, presentations, Fourth of July oratory, sightseeing trips, banquets and other social affairs.

Crosley Radio to Enter Refrigeration Field

The Crosley Radio Corporation, Cincinnati, has entered the electrical refrigeration field. According to Powell Crosley, Jr., president, the company plans to build a refrigerator low in price in comparison with refrigerators now on the market. Production is under way and dealers in the United States and Canada expect to receive stocks within the next few weeks. Advertising at the outset will be conducted by the dealers individually.

Appoints Ramsay Organization

Bernard Weatherill, Inc., New York, sole agent in America for Bernard Weatherill, Ltd., London, tailor of men's clothing and riding habits, has appointed The Robert E. Ramsay Organization, Inc., New York, to direct its sales promotion. Magazines and direct mail will be used.

Thelma Gaines Joins Dallas Agency

Thelma Gaines, formerly head of the Gaines-Johnson Agency, San Antonio and Galveston, Texas, has joined the staff of the Cox Advertising Agency, Dallas, Texas, as account manager.

With Fishler, Farnsworth

MacGregor Davidson, at one time advertising manager of the *Tatler and American Sketch* and Ey-Teh, Inc., has joined Fishler, Farnsworth & Company, Inc., New York advertising agency, as an account executive.

Selective Urban Publications Open New Branches

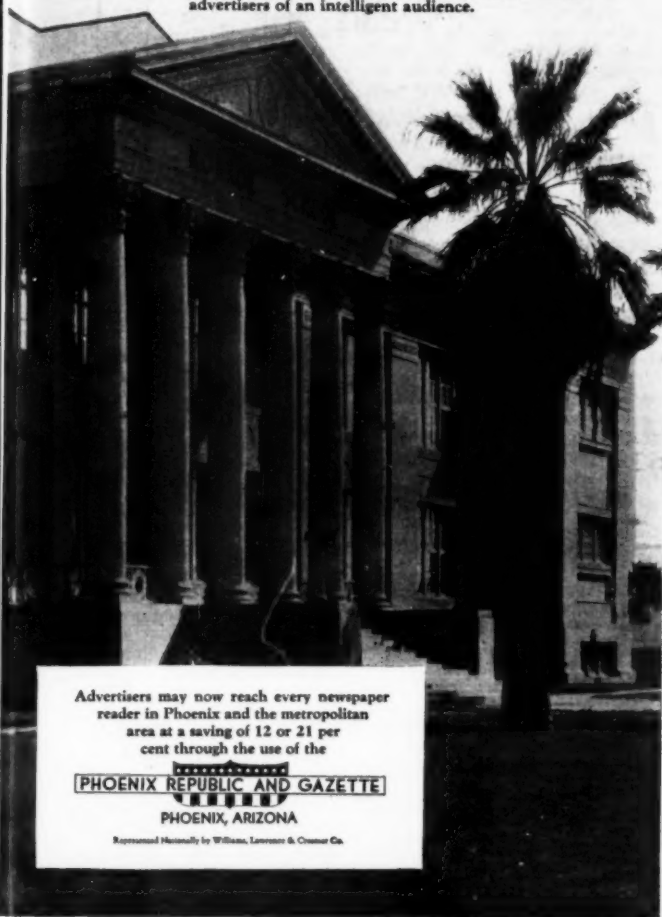
The Selective Urban Publications, New York, formerly the Metropolitan Class Group, has opened branch offices at Detroit and St. Louis.

Nationally Recognized

The educational system of Phoenix, Arizona, is outstanding because of its efficiency and the money invested in its schools.

To care for the 19,200 full-time students there are 20 modern grade schools, a high school and junior college plant covering 15½ acres, composed of 22 buildings, and 2 parochial schools.

One result from such attention to education is a high percentage of English readers among the 54,344 families of Phoenix' trading area, which assures advertisers of an intelligent audience.



Advertisers may now reach every newspaper reader in Phoenix and the metropolitan area at a saving of 12 or 21 per cent through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Cramer Co.

"Them as has
DIAMONDS
 wears 'em"

A famous Broadway personality, when asked by a friend why he habitually wore so many diamonds when they were rarely seen on other men, replied: "Them as has diamonds wears them."

If you haven't diamonds you can't wear them. If you haven't dollars you can't spend them.

The effective newspaper for advertising today must be the paper that reaches **dollars** rather than **readers**. In Boston—without question—that paper is the

BOSTON EVENING TRANSCRIPT

Highest ratio of **BUYERS** to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

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Motor Industry Fights

PRINTERS' INK Writer, Visiting National Automobile Show, Learns Something About Bucking Depressions

By J. G. Donley

THE automobile industry, as befits its position as the foremost of our manufacturing industries, has set an inspiring example of splendid courage for all American business to follow. It has chosen to fight, to fight *now*, without evasion or mental reservations for a larger sales volume in 1932.

The motor industry might easily have temporized, it might have marked time in watchful waiting for a more propitious moment. It might have put off the day of purposeful decision and telling action, like the negro would-be pugilist who, early in the fight against a formidable adversary, took the count with eyes wide open. "Ain't yuh gonna fight no more?" his manager besought. "Yassuh," groaned the overcautious aspirant to ring honors, "I'se gwine to fight some moh—but *not now!*"

Almost as a unit, the motor industry decided to fight right now. And it no longer has any delusions as to the worth of its adversary. Gone are the idle hopes of a year or two years ago, that the path back to normalcy was going to be a pleasant byway, easy on the feet and quickly to be traversed.

Giving Public Greater Values Than Ever Before

The industry which was classified in the Census of Manufactures in 1899 as a part of the carriage and wagon industry, which came up to eighth place in 1914, and which forged to the front in 1923, is too farflung to be long deceived about actualities. Motor makers know that they have taken on a big job, and they are ready to go through with it. They have spared no pains to give the public values greater than ever before, and they have told the reasons why now is the time to buy a new car, in large advertising space.

A tabulation of automotive advertising in thirteen newspapers in

New York and Brooklyn for a six-day period starting the day before the show opening (from measurements by Media Records, Inc.) reveals that total lineage was 437,749, against 414,500 during the like period of the 1931 show, a gain of 5.6 per cent. This is in marked contrast with the show weeks of 1931 and 1930, both of which showed losses of about 24 per cent from the preceding years.

Helping Manufacturers of Other Products

So inter-related and interdependent is all national business today, that the motor leaders are not only battling for a more generous acceptance by consumers of their own products; they are striving to break the log-jam of dormant and hoarded dollars and start a wave of general buying. And back of this striving there is the thought of protecting loyal organizations. There was the necessity of putting a spur to sales or using the pruning knife on working forces in the factories and in the field. On the other hand, there was the conviction that if motor buying could be stepped up, even to the extent of a few hundred thousand cars in 1932, as compared with 1931, the resultant increased orders for raw materials, some of which are produced in every State in the Union, would act like good red blood upon the arteries of general trade.

It was something more than its thirty-second birthday exhibition, therefore (which makes it probably the oldest commercial exhibition in continuous existence), that the National Automobile Show put on in New York City from January 9 to 16, and which will be repeated in Chicago, from January 30 to February 6. Incidentally, San Francisco staged a simultaneous exhibition this year for the first time; the Pacific Coast is notably motor-minded. It was an exhibi-

tion of abiding faith by an industry which has been as consistent in its productive use of advertising space as it has been efficient in its manufacturing, successful in its styling, progressive in its constant improvement of products and aggressive in its selling.

Those who know the history of these exhibitions say that more new cars and more worthwhile improvements were shown this year than ever before. It is putting it mildly to say that the public is interested in the new products; attendance was the largest in the last five years—25 per cent above 1931. Outright sales and sales conditional on appraisal of trade-ins are estimated at five times those of last year, indicating that the public caught the contagious spirit of confidence.

Fighting Spirit Is Spreading

Leaders in other industries also seem to be catching something of that spirit, for there is as much talk of the courage shown as of the showing of new cars. Typical and fully expressive of this attitude is the following telegram sent to Alvan Macauley, president of the National Automobile Chamber of Commerce, by Gilbert T. Hodges, president of the Advertising Federation of America:

The automobile industry has earned public commendation for the fine example of courage it is showing in an aggressive sales and advertising campaign which is certain to have an encouraging effect on all business.

Every business and industrial executive charged with the responsibility of guiding his organization safely through the present period of economic readjustment will be inspired by the forceful and courageous 1932 sales and advertising effort of the automobile manufacturers.

On behalf of organized advertising the Board of Directors of the Advertising Federation of America takes this

opportunity to express through me to you their congratulations and to voice the hope that in the nation's movement toward normal business levels the leadership position of your industry will continue.

In your brilliant accomplishments you are setting a fine example, not only to the business and industrial executive, but to the American general public as well.

The national economic importance of a pick-up in the motor industry was forcefully depicted by President Macauley when he recently said:

"An increase of 1,000,000 units in automobile production during 1932 would mean the re-employment of 160,000 workmen. To manufacture 1,000,000 more motor vehicles the industry's raw material requirements would be increased in the following proportions:

"Eight hundred thousand tons of steel, 114,000 tons of malleable iron, 36,000 tons of rubber, 22,000,000 square feet of plate glass, 228,000,000 board feet of hardwood lumber, 4,000,000 square feet of upholstery leather, 6,000 tons of aluminum, 30,000 tons of copper, 3,200 tons of tin, 20,000 tons of lead, 5,000 tons of zinc, 3,200,000 pounds of nickel and 54,000 bales of cotton.

"Moreover, the industry would require 10,000,000 additional yards of upholstery cloth, 4,000,000 yards of side curtain and top material and 3,500,000 gallons of paint and lacquer."

114,000 Retailers— 4,600 Wholesalers

When we add to this the fact that the industry gives direct employment to 5,056,000 persons, out of a total of 48,832,589 people classified as gainfully employed in all industry, we have something in which to mirror the magnitude of an industry that maintains 114,000 retail automotive trade establishments and 4,600 wholesale establishments.



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DIVERSITY

The Economic Gyroscope



1. TOBACCO



KENTUCKY leads the United States in the production of tobacco—having, in 1931, a crop, the estimated value of which is \$45,620,000 representing over 31% of the entire nation's output.

But tobacco is but one of the major crops of this State. Within its boundaries every other crop of the Middle West is produced in a diversified abundance which insures agricultural stability under all circumstances.

Kentuckiana, which includes practically all of Kentucky and a large portion of Southern Indiana, offers a rich field in which to sow your advertising message—and this can be done at one remarkably low cost thru—

DIVERSITY in Kentuckiana is not confined to agriculture alone, but extends into industry and every other corner of the economic life of this great Middle Western Market.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



DIVERSITY GIVES STABILITY

THE BOOK OF

HERE IS the most democratic Club in America... a club dedicated to a study of life's first essential—*food*.

How does the Meal Club get its roster? Very simple! The moment a subscription to Better Homes & Gardens is received that subscriber *automatically* becomes a member in good standing of the Cooks' Round Table.

The Cooks' Round Table is a regular monthly feature of Better Homes & Gardens. It is an open forum where readers exchange new food ideas, new kitchen kinks and culinary creations.

Each month more than 4000 letters are received from home-makers. Each letter is answered *personally*. Thus the Cooks' Round Table is, in a very real sense, America's great Meal Club.

We knew we had a new-idea Cook Book... we sincerely felt it was unique... but we were hardly prepared for the deluge of requests, the pæans of praise, that greeted its appearance.

To date more than 100,000 members of the Meal Club have taken this book to their homes, their hearts, their stomachs... just as Better Homes & Gardens itself wins its way each month into 1,400,000 *gardened homes* in city, town and suburb.

Here are homes where food means more; where pantries are ample and appetites are real; where there are more mouths to feed and more meals at home.

Here, in short, is a *great food-buy*... not only the fastest growing non-fiction monthly in America... but the magazine that devotes *more* of its editorial fare to the preparation and serving of *foods* than does any general or woman's magazine!

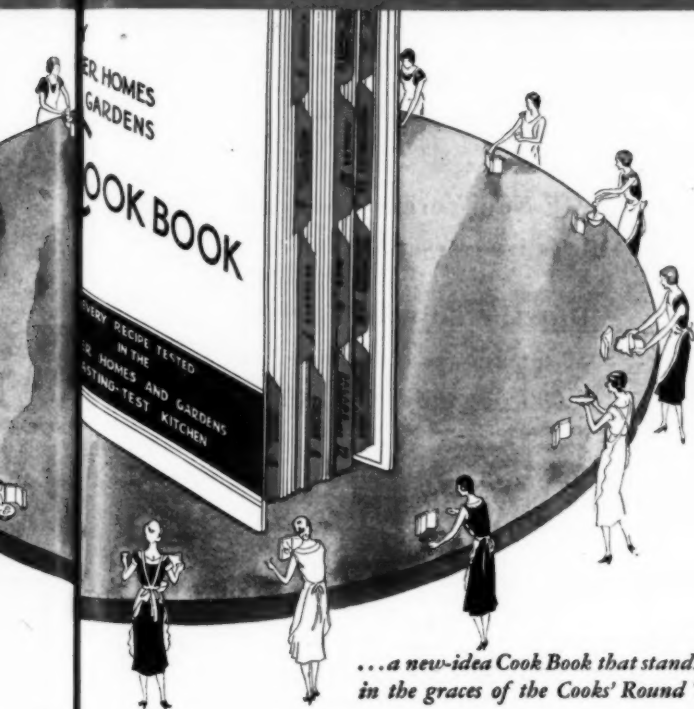


BETTERME

ned Hon



HOME · MEAL · CLUB



...a new-idea Cook Book that stands high
in the graces of the Cooks' Round Table

HERMES & GARDENS

ed Home... a Better Market for

**BETTER
FOODS**

&
HOUSEHOLD HELPS

© MEREDITH PUBLISHING CO.,
DES MOINES, IOWA

Plus Value

THE New Yorker's net paid
sale is in excess of 120,000.

But the advertising rate,
\$850 a page, is still based on
100,000 net paid A. B. C.

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25 WEST 45th STREET
NEW YORK CITY

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Stockholders Are Entitled to the Facts About 1931

Five More Executives Discuss What Should Be Included in the Annual Report

BELIEVING that many corporation officers faced with the problem of writing the annual report for 1931 are wondering just what sort of information should be included, **PRINTERS' INK** asked some questions on the subject of a number of prominent executives. Some of the answers were printed last week ("What to Tell Stockholders About Last Year's Business"). Following are a few more opinions:

F. A. MERRICK
President

WESTINGHOUSE ELEC. & MFG. CO.

1. Do you think that the 1931 report should be more detailed than usual because of general business conditions?

1931 report should be slightly more detailed.

2. Should an increase in number of stockholders have a bearing on the amount and nature of the information included?

Yes. Increase in number of stockholders evidences increased interest in company, and especially by the people who have purchased only a small quantity of stock. Such people will very likely have difficulty in understanding a report phrased with the usual terms. It should be simplified so that they are better able to understand the position their company is in as of the report date.

3. Should executives attempt to explain or apologize for decreased profits?

Situation in general needs no explanation. If any unusual factors are responsible, they should be explained.

4. Should future plans be revealed?

Yes. If they are expected to

materially better the company's position and the information can be disclosed.

5. Should the advertising appropriation be justified?

No, except if unusual expenditures are contemplated. Investors in general are familiar with the benefits derived from advertising and necessity for its being continued.

* * *

C. M. CHESTER, JR.
President

GENERAL FOODS CORPORATION

I believe that reports for 1931 should be rather detailed. If a company maintained good earnings, its method of doing so is news of interest to stockholders. If a company could not make a favorable showing, largely because of general business conditions, an explanation of such factors should be reassuring to holders of the stock.

If a company is owned by only a few stockholders, the chances are that they are close to the business and it probably would be a needless expenditure to get out an elaborate annual report. When there are many thousand stockholders, it usually means that few of them are closely in touch with the company's affairs and therefore they should be kept well informed.

In case of decreased profits, stockholders are entitled to know the explanation. It is human nature for them to be more interested in an explanation of decreased profits than in increased profits. They are pleased when earnings are up, but more likely to be analytical when earnings go down.

Certain future plans can safely be revealed in an annual report, where publication of such plans would not be likely to stir up com-

petition unduly, or interfere with the sale of current products. It must be remembered, of course, that with a large list of stockholders anything of a confidential nature immediately becomes public property.

I see no harm in an annual report explaining the part that advertising plays in any company's business. On the other hand, in case of products which for many years have been known to build their sales largely through advertising, I believe that few stockholders would question the management's policy on pursuing the course which has been successful in the past.

* * *

R. B. MOTHERWELL
Vice-President

WELLS FARGO BANK & UNION
TRUST CO.
SAN FRANCISCO

The subject of stockholders' reports has become one of importance with the large increase in public interest in the leading corporations of this country. Some of the corporation executives have recognized this and the reports go into some detail. At the moment I have in mind that of the Diamond Match Company.

We feel that a mere statement of the company's assets and liabilities, together with the income account, is not sufficient. It is quite likely that a discussion of the company's problems, as well as an explanation of past or present policies, is of considerable interest to the stockholders, and if presented in a proper manner and within reasonable limitations, will react to the benefit of a corporation. In times such as the present many of our leading corporations are finding it difficult to obtain a reasonable return for the stockholders and there are many dividends being reduced or discontinued, and it would seem that a statement by those in charge of the operations which would give the stockholders a more complete picture of the situation certainly is in order.

HERBERT A. WAGNER
President

CONSOLIDATED GAS ELECTRIC LIGHT
AND POWER COMPANY
OF BALTIMORE

I think that 1931 reports should be detailed to the extent necessary to give stockholders full information and something more than figures, but for the reason that this should be the practice in compiling such reports and not because of present business conditions.

Annual reports should always take into consideration the fact that there may be new stockholders who are not thoroughly informed of the conduct of the business.

Executives should always in their reports explain the factors contributing to changes in profits and this information should be given in a way to require no apology.

Future plans to the extent that they are reasonably sure of realization might well be revealed.

Advertising appropriations should not require justification.

* * *

ARCHIBALD R. GRAUSTEIN
President

INTERNATIONAL PAPER COMPANY

In preparing our annual reports, our policy is to give a broad general view of our activities during the year, supplemented by detailed figures and statistics.

Explanations are subordinated to direct exposition of facts, except to such extent as explanation is necessary to make the facts intelligible.

Space does not, of course, permit inclusion of all details, but we try to cover all points of outstanding importance and such details as will be of especial interest to stockholders, being guided in this in no small degree by inquiries received from stockholders during the year.

We think that a company whose stocks and securities are widely held by the public should give more detailed report than one whose stock is closely held, but

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Theodor

mere increase in the number of stockholders should have no bearing on the amount and nature of information included, as each shareholder is entitled to the same information regardless of the number of other shareholders.

Present business conditions undoubtedly make stockholders more interested in the details of their company's business and, therefore, the attention the matter is receiving today is very timely.

Bovril to Enter American Field

BOVRIL LIMITED, London, and the Wm. S. Scull Company, Camden, N. J., have formed an American corporation, Bovril of America, Inc., with headquarters at Camden. The new corporation has complete control throughout the United States of Bovril, concentrated beef extract.

William C. Scull, president of the Scull company, is chairman of the board of Bovril of America, Inc. Lot Boardman, president of the Bosco Company and executive vice-president of the Scull company, is president. J. Carl DeLaCour is treasurer. R. Barclay Scull, secretary of the Scull company, is also secretary of the new company.

The Lord Duke of Pavenham and His Grace the Duke of Atholl, of the board of Bovril of London, are vice-presidents of the new company. W. J. King, a director of Bovril of America, Inc., is manager for Canada of Bovril Limited, the parent company.

Bovril of America, Inc., has completed its merchandising plans and has appointed the Scull company as United States distributors.

Geare-Marston, Inc., will handle Bovril advertising in the United States.

New Furniture Journal

The Western Furniture Retailing News is a new semi-monthly publication, published at San Francisco. Norris E. James is editor and publisher and Theodore F. Baer is business manager.

A. D. Hecox Again Heads New York State Publishers

Arthur D. Hecox, of the Albany, N. Y., *Knickerbocker Press*, was re-elected president of the New York State Publishers Association at its annual meeting held last week at Lake Placid, N. Y.

Officers of the association, all of whom have been re-elected to serve again during 1932, are: First vice-president, J. Noel Macy, *Westchester Newspapers*; second vice-president, E. D. Corson, *Lockport Union-Sun and Journal*; treasurer, Arthur P. Irving, *Glens Falls Post Star*, and secretary, Henri M. Hall, of *Jamestown*.

Carroll Shaffer Heads New Printing Firm

Carroll Shaffer, former publisher of the *Chicago Evening Post*, is president of the *Chicago Shopper, Inc.*, a new commercial printing firm at Chicago.

Carl A. Miller, formerly advertising manager of the *Chicago Evening Post*, is vice-president and advertising manager of the new company. J. A. Weitzel, former purchasing agent of the *Post*, is secretary. Offices are at 211 West Wacker Drive.

Calkins & Holden Elect Directors

At its annual meeting, Calkins & Holden, Inc., New York advertising agency, elected the following directors: Earnest Elmo Calkins; James A. (René) Clarke, president; J. Sherwood Smith, vice-president; Edwin A. Georgi, vice-president; C. E. Nelson, vice-president, and R. P. Clayberger, secretary and treasurer.

Roger Reynolds with Memphis "Commercial Appeal"

Roger Reynolds, formerly advertising manager of the Atlanta *Georgian-American*, has been appointed general advertising manager of the Memphis *Commercial Appeal* and *Evening Appeal*. He was at one time advertising manager of the Winston-Salem, N. C., *Journal*, and, later, was Southern manager of *The American Weekly*.

Angelus-Campfire to Campbell-Ewald

The Angelus-Campfire Company, Chicago, manufacturer of Angelus and Campfire marshmallows, has placed its advertising account with the Chicago office of the Campbell-Ewald Company.

Has "Big Yank" Shirt Account

The Reliance Manufacturing Company, Chicago, manufacturer of Big Yank work shirts and other men's and boys' garments, has appointed Carroll Dean Murphy, Inc., advertising agency of that city, to handle its advertising account.

How Chain Stores Use Advertised Products as Loss Leaders

Federal Trade Commission Chain-Store Survey Shows Losses as High as 39.5 Per Cent

LOSSES, figured on a replacement cost basis, ranging from 1.5 per cent to 23.1 per cent were reported by eight grocery and meat chains, operating 526 stores, according to a study of loss leaders transmitted to the Senate by the Federal Trade Commission last week. Seventeen drug chains, operating 140 stores, reported losses as high as 31.4 per cent. Nine variety chains, operating 417 stores, showed losses as high as 39.5 per cent.

Nationally Advertised Used Mostly

It is significant, although to be expected, that the loss leader items were in practically every case nationally advertised products. Following are some of the products and losses reported by the grocery and meat chains:

Maxwell House Coffee, 13.3 per cent; Jell-O, 16.7 per cent; Baker's Cocoa, 11.8 per cent; Gold Medal Flour, 8 per cent; Libby's Milk, 9.8 per cent; Shredded Wheat, 16.7 per cent; and Palmolive Soap, 23.1 per cent. Among drug products were Palmolive Soap, 31.4 per cent; Ipana Toothpaste, 26.7 per cent; Kotex, 20.7 per cent; Hinds' Honey & Almond Cream, 13.3 per cent; Pond's Face Cream, 15.8 per cent; and Gillette Razor Blades, 13.8 per cent.

The loss leader report is the fifth of a series covering the Commission's investigation of chain stores under Senate resolution. It is a fact study, without conclusions or recommendations, of the chain-store practice of some times selling goods as leaders, below net invoice cost, net purchase cost or net manufacturing cost, or below the net purchase cost plus operating cost, or simply at prices below the usual mark-up. In its letter of submittal the Commission says:

"In a broad sense leaders may be defined as merchandise featured

or sold at reduced prices to attract buyers and thereby stimulate sales not only of these leaders, but also of other goods. Such leaders may be used more or less regularly and may or may not be advertised. Goods marked down because of change in style, end of the season or clearance sales, odd lot offerings, or goods that do not sell readily, or that must be closed out because of their perishability, and therefore sold at reduced prices, or at cost or below cost are always considered as leaders by the chains. There are, however, numerous chains which select some of their leaders from one or more of these kinds of merchandise or feature such goods in special sales.

"According to chain-store officials, there are apparently four purposes for which leaders are used. These purposes are pithily summarized in the following statement of the president of a grocery and meat chain which operates several hundred stores:

"The extent to which prices are cut depends on competition, the necessity of introducing a commodity, the need for moving a line of goods, and the desire to bring customers into the store."

Headquarters Doesn't Pick Most of Leaders

"Authority for the selection of leaders may be vested with the headquarters or sub-headquarters offices of a chain or with the warehouse or store managers or any combination of the four. Out of twenty-six kinds of business, there were ten in all in which more than 50 per cent of the companies reported that headquarters did not have complete control of the selection of articles to be used as leaders.

"The pricing of leaders, like their selection, may be dictated by central headquarters, sub-headquarters, warehouse or store managers, or

If it's just a matter of distance, Uncle Sam long since settled that question for advertisers who have an honest appetite for truly fine typography. Airmail now extends BUNDSCHO'S service from coast to coast.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

by any combination of them. Even under partial or complete decentralization, however, there appears to be some tendency for the headquarters or sub-headquarters to actually find some control over the pricing of leaders, particularly if the prices are reduced to or below cost.

"In some cases, the character of the commodity apparently affects the decision as to the merchandise to be employed as leaders. The seasonableness of the merchandise is also an important factor. Leaders are frequently thought of as being chiefly associated with advertised brands, but bulk goods and various kinds of unbranded merchandise are frequently used as well, especially by certain kinds of chains. There are, however, many instances in which the merchandise so used consists principally of nationally advertised goods. The figures presented in this report tend to show that merchandise under private labels of the chains is relatively seldom selected for loss leader use.

"Last, but by no means least, of the factors determining the kind of merchandise selected as leaders is the matter of allowances or discounts obtained from the manufacturers which sometimes absorb much, if not all, of the cut in prices."

Like the other Commission reports on chain-store surveys, the figures are three to four years old, but the findings are so much in line with current experience that they have an interest far above anything temporal. The Commission found, for instance, that chains in nineteen of the twenty-six groups studied in 1928 showed loss leaders, whereas a 1922 study showed that in only fifteen of the groups was the loss leader practice general.

The letter of submittal adds: "While the reports showing percentage losses on specific articles of merchandise sold as leaders are not as comprehensive as is desirable, they are sufficient to give an interesting indication of the size and proportion of the losses involved. On 254 items of twenty-five commodity groups just sold

below total cost (including operating expenses) by thirty-six grocery and meat chains operating 11,369 stores during the last week in December, 1928, the average loss was 9.9 per cent and ranged from 3.3 per cent on toilet paper to 14.6 per cent on cigarettes. Seven commodity groups in addition to cigarettes averaged over 10 per cent loss; namely, canned peaches, 13 per cent; canned vegetables, 12.7 per cent; canned milk, 12.5 per cent; soap, 11.6 per cent; cereals, 11.1 per cent; canned soup, 10.8 per cent, and sugar, 10 per cent.

"Only four out of twenty-nine groups of items were sold at less than a loss of 10 per cent below total cost (including operating expenses) by twenty-five drug chains operating 957 stores during the last week of December, 1928. These four articles are shaving cream, liniment, Syrup of Figs and Father John's Medicine. The balance of the items show from 10 to 26.2 per cent loss. They cover a wide variety of merchandise, cigarettes, soaps, ointments, toothpastes, razor blades, shaving creams, toilet creams, hair tonics, emulsions, lotions and others. The most frequently reported item is toothpaste, reported forty-one times and sold at an average loss of 13.6 per cent. The next is Listerine, reported twenty times with an average loss of 15.1 per cent."

A Bold Thesis Wins Approval

HADDEN & COMPANY, INC.

Advertising
NEW YORK

Editor of PRINTERS' INK:

May I take this opportunity of congratulating you upon the article which heads your issue of January 7 entitled "Consumer Must Have Larger Share of Advertising Profits"? This is a distinct contribution not only to the advertising field, but far beyond that to the field of large industry.

I do not know when I have read an article that analyzes so clearly our major problem of civilization.

HARRY J. WINSTEN,
Vice-President.

Appoints Joshua B. Powers

Hey, a weekly magazine which started publication at Santiago, Chile, last November, has appointed Joshua B. Powers, Inc., publishers' representative, as its advertising representative in this country and in Europe.

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1931.

A Market Renewal Plan That Did Things for Radiotron

How Bell Pushing Hooked Up with Radio to Get Dealer Away from His Own Doorstep

THE RCA Radiotron Company told its retailers that there are only two ways to tap the great renewal market amounting to practically one out of every two homes in a community—bringing the customer to the store or going to the customer.

Retail selling within the store, even when most efficiently conducted, naturally reaches only a small portion of renewal prospects. Having done all it could in a manner previously described in *PRINTERS' INK MONTHLY** to make its retailers better merchants, the company worked out a plan to get them away from their own doorsteps for better selling.

The Qualifications of a House-to-House Product

The company first pointed out that any good house-to-house product should (1) have possibilities enough to insure a good profit; (2) be as easily sold in the home as in the store; (3) be easy to demonstrate; (4) be small enough to handle easily; (5) cost no more money than the average housewife normally has in the house; (6) be in itself an entrance to the home, and (7) be nationally advertised.

Briefly, here is the plan:

Postcards were to be mailed out first to all persons in a given district in advance stating that representatives would call and deliver a new radio log. This log contained biographical sketches of famous radio stars, kilocycle and watt information, an index on each station and other information of interest and value to the radio fan.

The postcard bore the name and photograph of a salesman. Such an identification was designed to inspire confidence and assist the salesman in gaining entrance into the home. When the salesman

called he was instructed to ask for the postcard, requesting permission to wait inside while it was being obtained. When the customer returned, the salesman first demonstrated the use of the kilocycle index by tuning in a station on the customer's radio set. This gave him the opportunity of checking the set, testing the tubes, free of charge, and suggesting new tubes if they were needed. In any case, it enabled the salesman to gather valuable information for follow-up visits.

Tested out by one prominent dealer in Buffalo, N. Y., over a three weeks' period, the plan brought \$143.50 in Radiotron sales, \$1,042.50 in radio set sales, \$1,550 in piano sales and an aerial installation job of \$8, totaling \$2,744 in all.

A specially prepared booklet sent to each retailer for distribution to men either within his store or as new workers for the house-to-house presentation, gave details of sales approaches. The salesman was told to take a step backward when the door was opened to show that he was not trying to force his way in, to use the person's name in his approach, and to state he was there to deliver a radio log.

Radio Log Paves Way for Tube Testing

Each salesman was also instructed to carry the radio logs in his tool kit. Therefore, in order to reach the log (by that time he is supposed to have walked over toward the radio set) the salesman had to open his kit and remove some of his tools in the presence of the customer. After having shown the housewife how to locate any station, the salesman was instructed to take out his tube tester and explain its purpose. Then he was to offer to test the tubes. If some of the tubes were

* "Helping the Dealer Sell," December, 1931.

found weak and he was given the opportunity of replacing them, he was instructed to leave the old tubes with the customer, explaining that they might be used as spares in an emergency.

All sorts of sales objections were brought up and answered in advance in this unusual little book. For example, if the housewife said that she would have to wait until her husband returned and would call the salesman tomorrow, he was instructed to say that she needn't go to that trouble because he would call on the telephone at 10 o'clock, if that was convenient, and find out her husband's decision. In the meantime he was to say: "I will install the new tubes and leave them for you to try. They will cost you nothing."

Watching for Other Sales Opportunities

A different line of approach entirely was suggested for the salesman in homes where there were no radio sets. In addition, the salesman was told to watch for opportunities to discuss refrigerators, pianos or other products. For example, he might suggest that the marvelous new uses of electricity made it possible for the American housewife to save a great deal of time, and then ask whether she had an electric vacuum cleaner or similar products.

The retailer was asked to take eight distinct steps in preparing for the house-to-house drive. They were:

1. Set a date.

Allow at least three weeks' time for organizing and assembling your material.

The duration of the campaign will depend largely on the number of homes you have to cover, and the number of salesmen you have available.

Each salesman should make from twenty to thirty calls a day. From this, estimate the number of days the campaign is to run. For example, if you have 1,000 homes to cover, with two salesmen, the time required to contact and pre-

sent the proposition to these prospects will be approximately one month.

2. Prepare mailing list.

Select the territory you are to work. Then prepare a list of names arranged according to house numbers along each street. Don't try to pick your prospects. Cover every home.

3. Get your material.

Order your material now so that it will be available before the date which you have set for the start of your activity.

Be sure that you have everything ready before you go ahead with the campaign. The success of your work depends upon the co-ordination and use of every piece of material.

4. Train your salesmen.

Select your best salesmen for this work. To make a success of this campaign the men should be of good appearance and pleasant personality.

Train your salesmen in the proper method of selling Radiotrons. A complete approach and sales talk are given. Instruct the men, in the house-to-house selling, as to the selling points of your line of radio sets. Be sure that each is thoroughly familiar with the policies of your store.

5. Schedule your salesmen.

Subdivide the territory you are to cover into divisions—one for each salesman. Then, schedule your salesmen so that you will know exactly where each is working on each particular day and also which prospects they are calling on. Your schedule of mailings will control the routing of your salesmen.

6. Schedule your mailings.

The mailing of the postcards is one of the most important steps in the campaign.

Schedule the mailings so that the prospects will receive the cards two days before the salesman calls. Do not mail the cards too far in advance of the personal solicita-

**LOCAL MERCHANT KNOWS—
USES**

**Jersey Observer
EXCLUSIVELY**

HYDE MUSIC CO.



301 CENTRAL AVENUE
JERSEY CITY, N. J.

HUDSON COUNTY BRANCHES



688 BERGENLINE AVENUE
UNION CITY, N. J.

Publisher,
Jersey Observer,
Hoboken, N. J.

Dear Sir:

We use the Jersey Observer exclusively for our Hudson County branches located in Jersey City and Union City because we know that the Jersey City and Union City circulation of your paper covers these fields for us so thoroughly that one newspaper gives us full coverage in these communities, and that the Jersey Observer readers have faith in its advertising and news columns.

As a result, our holiday business was very satisfactory.

Very truly yours,

HYDE MUSIC COMPANY.

Randolph A. Hyde

**The Local Merchant
IS the Man Who Knows**

Jersey Observer

**Covers Jersey City, Hoboken, Union City
and Five Towns in Hudson County, N. J.**

Gilman, Nicoll & Ruthman

New York

Chicago

Detroit

San Francisco

Boston

tion, otherwise your message will not be fresh in the mind of the prospect when the salesman arrives.

7. Pay salesmen commission on Radiotron sales.

It is suggested that you pay your salesmen 20 per cent commission on Radiotron sales. On this basis a good salesman will be able to earn \$5 or more each day. This rate will enable you to secure and hold salesmen of ability—men who will be a credit to your store and who will make money for you.

Of course, salesmen should be paid a commission on their sales of other merchandise. It has been proved that a good salesman can make from \$50 to \$75 a week where commissions are given on Radiotron and other merchandise sales.

8. Pay salesmen for prospect information.

In order to stimulate the men and maintain sales morale, pay 5 cents for each card returned, provided the essential prospect information is recorded. This will offer inducement for the men to

call on as many homes as possible each day.

Proof that such a house-to-house plan carefully worked out in advance will produce results is proved by the scores of letters on file at the company's plant containing actual sales information from sporting goods and electrical goods stores in towns from Dunkirk, N. Y., to New Orleans.

It is essential in these days for retailers to go out and call on the customer if he won't call on them.

Merchandising is changing fast. Methods that were effective three short years ago are not always effective now.

Outside selling, many manufacturers believe, is no mere passing phase of merchandising but is here to stay as an aggressive retailer's effective way of staying in business at a profit. Full exposure to orders is the only cure for rickety sales and pounding pavements a more certain way to sales than pounding desks.

The retailer who can be lured away from his own doorstep by a planned campaign of outside selling is the one best equipped to meet today's difficult business conditions.

"Y" Says It with Full Pages

PUBLISHERS, advertising agencies and others who have never thought of the Y. M. C. A. as a potential user of advertising space in full-page units rubbed their eyes and took a second look at their newspapers in Chicago one day recently. There was the newly opened Lawson Y. M. C. A. using a page of paid space. There were a dozen pictures of the gym, the swimming pool, the lounge, the cafeteria, card rooms and finally the luxurious sleeping rooms.

The new building rises twenty-four stories above the street. It is located a few minutes north of the Chicago loop district. It is going to need three or four thousand members and tenants for its 750 sleeping rooms. Hence the allotment for newspaper advertising

in this year's budget of expenses.

Victor F. Lawson, former publisher of the *Chicago Daily News*, provided the funds for the construction of the building in his will a few years ago. Maurice Gogle, executive secretary, tells **PRINTERS' INK** that \$2,750,000 represent its cost. When Mr. Gogle began to consider how the Y should obtain the large membership it needs he found that one of the committee in general charge of the building was an advertising agent whose establishment is not more than five minutes distant. The result is that the new Lawson Y is being advertised and merchandised to potential new members in just about the same manner as a new food product, fountain pen or cake of soap.

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Comparative Pulling Power of Color and Black and White

WALTER W. BROWN PUBLISHING
COMPANY
Printers
ATLANTA, GA.

Editor of PRINTERS' INK:

In your investigations have you compiled any facts or figures as to the comparative value of multiple color advertising as against one color advertising?

For instance, a mail-order house claimed that its color pages pulled six to one better than black and white.

If you have any comparative figures as to the increased returns of color printing as against black and white that you could furnish us we will highly appreciate them and such figures will be used in an educational campaign that we are putting out to the buyers of printing.

W. W. Brown,
President.

THE article Mr. Brown evidently has in mind appeared in PRINTERS' INK MONTHLY and said that several of the largest mail-order houses find that in some instances color outpulls black and white about six-to-one. It was pointed out, however, that six-to-one is not a constant ratio as there are instances where color has done a fifteen-to-one job while in others it has demonstrated only a very little more pulling power than black and white.

Daniel Starch, in his report, "An Analysis of 5,000,000 Inquiries," studied 3,972,747 returns from 3,349 advertisements and found that advertisements in color brought an average of 53 per cent more returns per 100,000 circulation than black and white advertisements of similar size and character.

In a survey recently published by the Association of National Advertisers, Inc., "Color in Magazine Advertising," a chapter is devoted to the subject of color's pulling power. From this survey is taken the following significant paragraph:

"A group of advertisers was asked whether or not the use of color justified its additional cost. Eighty per cent answered in the affirmative, 5 per cent in the negative and 15 per cent had no accurate information on which to base

a reply. Those answering in the affirmative considered that the results from color were from 30 per cent to 300 per cent greater than black and white. Most of them testified that color resulted in an increase of direct inquiries, in an increased demand upon dealers, and that dealers preferred the colored advertisements."—[Ed. PRINTERS' INK.]

J. W. Thomas Heads Firestone Tire

John W. Thomas, formerly vice-president of the Firestone Tire & Rubber Company, has been elected president of that company. He succeeds Harvey S. Firestone, Jr., resigned, who has been made chairman of the board.

Ross J. Cope, vice-president of the Firestone Tire & Rubber Company of California, has been elected president of that division.

Russell A. Firestone, has been made a member of the directorate.

Acquires "Crockery and Glass Journal"

The *Crockery and Glass Journal*, New York, has been acquired by The Haire Publishing Company, of that city, and will be combined with the *China & Glass Guide*, published by that company, effective with the February issue. F. Calvin Demarest, for many years publisher of the *Crockery and Glass Journal*, will remain with the publication as president and general manager.

Belgian Papers Appoint Powers

The Labour Press of Belgium, a group of daily newspapers, has appointed Joshua B. Powers, Inc., New York, as its representative in the United States. Newspapers in this group include: *Volksgazet*, Antwerp; *Gazet van Gent Vooruit*, Ghent; *La Wallonie*, Liege, and the *Journal de Charleroi*, Charleroi.

With Weissenburger Staff

Glenn W. Bittel, for seven years secretary-manager of the Ohio Brick & Tile Association and the Cleveland Clay League, Cleveland, has been appointed manager of S. A. Weissenburger, New York, merchandising and advertising.

Joins Metropolitan Agency

Kenneth Browne, formerly with the *Wall Street Journal*, has joined the Metropolitan Advertising Company, New York, as an account executive.

Here Are the 150 Leading Magazine Advertisers of 1931

Fifty-five of These Spent Over \$500,000 Each in This Medium as Compared with Seventy in 1930

BEFORE any use is made of the list that follows, it should be clearly understood just what this list is—and is not.

It is a list of the 150 leading national magazine advertisers of 1931, presented here through the co-operation of the *National Advertising Records*, published by the Denney Publishing Company, Inc., New York. The figures cover the amount spent by these advertisers in a list which, at the beginning of the year, numbered eighty-four, with some dropping out during the summer. The eighty-four magazines represent sixty-nine monthlies and fifteen weeklies and semi-monthlies.

The figures do not represent the total advertising appropriations of these 150 advertisers. Not included in these figures, for example, are expenditures in newspaper, business-paper, outdoor, direct-mail, car-card, radio, specialty, motion-picture, farm-paper and other forms of advertising. The figures represent *only* expenditures in the eighty-four magazines surveyed in this particular statistical study.

The 150 advertisers are listed in alphabetical order. Subsidiary company expenditures are listed immediately under the name of the parent company. Including subsidiaries, the advertising expenditures listed cover 259 individual organizations.

For the sake of comparison, the 1930 magazine appropriations of these same advertisers are given. Most of the 1930 figures were published in the January 22, 1931, issue of *PRINTERS' INK*. It should be borne in mind that these figures are given for comparative purposes only and not as a complete list of the leading magazine advertisers for 1930.

It is important that this list be not interpreted as a guide to the advertising policies of these companies. An indicated decrease or

increase in expenditure over last year may mean merely a switching of a portion of a company's advertising appropriation from one medium to another.

In some instances the 1930 group expenditure of an organization is not given although there is a listing of the expenditures of its subsidiaries. This is done to maintain a true comparison where subsidiaries have made their appropriations independently and where the status of the individual companies has been changed through mergers.

It is interesting to note that there were fifty-five magazine advertisers in 1931 who spent \$500,000 or more in this medium. Of these, twenty-three spent \$1,000,000 or more. In 1930 there was a total of seventy in the \$500,000 or more class, of which twenty-nine spent \$1,000,000 or more, as against twenty-five in 1929 and eighteen in 1928.

Also of interest is the fact that among the 150 advertisers listed in 1931, sixty-six of these show increased expenditures in magazines over the figures reported for 1930.

Chrysler, this year, joins the number of companies reported as spending \$2,000,000 or more in 1931. These blue-chip advertisers and the amounts reported are:

General Motors Corp.	\$7,606,874
Procter & Gamble Co.	4,668,118
General Foods Corp.	4,331,741
Drug, Inc.	3,285,743
Colgate-Palmolive-Peet	2,992,793
Standard Brands, Inc.	2,991,480
Lambert Pharmaceutical Co.	2,761,644
Lever Bros., Inc.	2,599,593
General Electric Co.	2,259,641
Chrysler Motor Corp.	2,401,891

The total magazine advertising expenditure in the magazines surveyed in the 1931 study total \$105,-865,628 for the 150 leading magazine advertisers for 1931. The 150 leading advertisers in 1930 spent

In 1931 The World-Herald

Published Nearly

64%

OF ALL

Omaha Paid Advertising

The World-Herald Carried More Local Display Advertising and More Want Ads in 1931 Than in 1930

In 1931 The World-Herald led the Bee-News in total paid advertising by over 81%—carrying 63.8% of all advertising printed by the two Omaha newspapers.

**LINE OF ADVERTISING PRINTED IN OMAHA NEWSPAPERS IN 1931
With Gain or Loss Compared with 1930**

	WORLD-HERALD	BEE-NEWS
Local Display . .	7,599,732 (52,346 Gain)	4,521,762 (1,641 Gain)
National Display .	2,620,338 (506,573 Loss)	*1,329,118 (174,650 Loss)
Want Ads . . .	2,093,014 (16,240 Gain)	946,036 (133,322 Loss)
1931 Total .	12,313,084 (3½% Under 1930)	6,796,916 (5% Under 1930)

*Not including advertising in the American Weekly, distributed with Hearst Newspapers.

World - Herald Paid Circulation Last Quarter 1931

World-Heralds Sold Daily in Omaha . . . 53,165
(Sunday Circulation 49,520)

Number of Families in Omaha . . . 54,845
82% of Omaha Circulation Delivered to Its Homes by Carriers

Adding Circulation in Council Bluffs and the rest of the Omaha territory, the circulation of The World-Herald in the last quarter of 1931 was

Daily, 119,600 . Sunday, 116,822

\$116,435,914, while the 150 advertisers included in the report for 1929 spent \$108,649,113.

The total expenditure for all magazine advertisers for 1931 is reported at \$166,555,864. The corresponding figure in 1930 was reported as \$201,854,510, in the eighty-six magazines checked for this survey.

Of the grand total listed for each year, the percentage spent by each year's list of 150 leading advertisers is as follows: 1931, 63.56 per cent; 1930, 57.68 per cent, and 1929, 53.31 per cent.

	1931	1930
Aetna Life Affiliated Co.	\$199,590	\$201,810
Affiliated Products, Inc.	346,465	563,097
Including:		
Neet	166,610	253,478
Ed. Wallace Hopper & Kissel	115,145	249,135
Louis Philippe ..	64,710	60,484
All-Year Club of Southern Calif.	226,800	353,340
Aluminum Co. of America	437,975	454,660
American Chain Co. & Asso. Cos.	202,817	215,225
Including:		
American Chain Co. & Associated Cos. ..	186,075	203,865
Page Fence Association	16,742	11,360
American Tele. & Tele. Co. & Assoc. Co's.	987,137	981,584
American Tob. Co.	1,556,678	1,545,474
Arden, Elizabeth ..	203,575	268,045
Armour & Co.	355,225	384,391
Including:		
Armour & Co. ..	326,225	336,750
Luxor, Ltd.	29,000	47,641
Armstrong Cork ..	747,770	1,310,310
Ass'n of Am. Soap & Glycerine Pro.	381,120	335,594
Including:		
As. of Am. Soap & Glycerine Pro.	293,620	214,594
Glyc. Producers ..	87,500	121,000
Auburn Auto Co.	390,005
Including:		
Auburn Auto Co.—Auburn & Cord	376,645	370,478
Duesenberg, Inc.	13,360	13,500
Lycorning Mfg. (Nothing)	32,000
Spencer Heater (Nothing)	166,810
Axton-Fisher Tob	532,197	367,164
Beatrice Creamery ..	237,300	(Nothing)
Beech-Nut Pack. ..	234,991	179,312
Bon Ami Co.	626,800	607,400
Borden Co. (All Products)	555,038	523,225
Calif. Fruit Growers Exchange ..	464,560	474,164
Calif. Pack. Corp.	966,390	1,314,585
Campbell Soup.	1,934,400	1,971,800
Including:		
Campbell Soup ..	1,889,100	1,851,000
Franco-Amer.	45,300	120,800

	1931	1930
Canada Dry	\$420,710	\$323,550
Canadian Pac. Ry.	288,793	223,862
Cannon Mills, Inc.	263,940	238,600
Carnation Co.	205,200	197,000
Champ. Sp'k Plug ..	303,500	308,500
Chrysler Motor ..	2,010,108	1,834,180
Including:		
Chrysler Motor ..	770,803	613,160
Institutional ..	8,000	8,000
De Soto Motor ..	192,000	328,380
Dodge C. & T.	442,475	537,845
Fargo Motor Tr. (Nothing)	3,600
Plymouth Motor ..	596,830	343,195
Cluett, Peabody ..	359,080	325,398
Coca-Cola Co.	578,800	436,888
Colgate-Palm-Peet ..	2,992,793	2,950,925
Including:		
Colg.-Palm-Peet ..	2,992,793	2,917,225
Kirkman & Sons (Nothing)	33,700
Congoleum-Nairn ..	657,316	1,150,460
Corn Products.	422,627	634,864
Coty, Inc.	330,605	332,215
Cream of Wheat ..	541,950	623,670
Cudahy Packing ..	826,050	819,560
Dahlberg Sugar
Cane Indus.	262,100	281,314
Including:		
Dahlberg Corp. (Nothing)	28,600
Celotex Co.	262,100	252,714
Davis, R. B., Co.	381,806	372,025
Drug, Inc.	3,285,743	3,049,887
Including:		
Bayer Co., Inc.	148,436	172,379
Bristol-Myers.	1,912,907	1,726,088
Calif. Fig Syrup ..	33,301	17,238
Centaur Co.	168,476	80,971
General Drug.	17,260	12,576
Knowlton Dand.	42,014	41,947
Life Savers ..	280,892	365,362
Mum Mfg. Co.	168,858	144,923
Owl Drug Co.	(Nothing)	5,500
Pepsin Syrup.	(Nothing)	3,100
C. H. Phillips ..	181,196	173,666
Three-In-One Oil ..	134,172	163,257
United Drug Co.	43,602	81,551
Vick Chemical.	153,032	25,567
Wells & Richardson Co.	1,597	35,762
du Pont, E. I., De Nemours & Co.	452,161	440,356
(Including All Subsidiaries)		
Eastman Kodak.	702,616	649,858
Encyclopaedia Britannica, Inc.	210,730	230,984
Fels & Co.	600,360	652,090
Firestone Tire & Rubber Co.	686,381	213,891
Including Firestone Footwear Co.)		
Ford Motor Co.	1,656,405	2,224,855
Including:		
Ford (Automotive) ..	1,442,455	1,928,009
Aviation	46,080	138,015
Lincoln Motor.	167,870	158,840
General Electric.	2,401,891	2,708,109
Including:		
General Electric ..	2,259,641	2,451,059
Edison General Elec. Appl.	104,600	257,050
Ultra-Violet Lamps	37,650	(Nothing)
General Foods.	4,331,741	4,248,871
Including:		
Franklin Baker ..	54,325	181,090
Walter Baker ..	198,606	272,003
Calumet Baking Powder Co.	298,825	266,860
Certo Corp.	204,018	237,070

	1931	1930		1931	1930
1930			Johnson, S. C....	\$370,925	\$426,995
323,550			Kellogg Co.....	562,709	782,067
223,862			Kelvinator Corp..	381,408	295,725
238,600			Including:		
197,000			Kelvinator Corp.	306,550	242,675
308,500			Leonard Refrig.	74,858	53,050
834,180			Kendall Co.....	230,146	365,230
			Including:		
613,160			Bauer & Black	230,146	352,030
8,000			Lewis Mfg. Co. (nothing)		13,200
328,380			Knox, C. B. Gela.	289,209	224,521
537,845			Kolynos Co.....	227,777	296,981
3,600			Kotex Co. &		
343,195			Kleenex Co....	1,154,554	1,306,031
325,398			Including:		
436,888			Kotex Co.....	700,636	810,101
950,925			Kleenex Co....	453,918	495,930
			Lambert Pharm..	2,761,644	3,027,892
917,225			Including:		
33,700			Lambert Pharm.	2,453,066	2,683,892
150,460			Pro-phy-lac-tic		
634,864			Brush Co....	308,578	344,000
332,215			Lamont, Corliss..	1,105,702	1,142,692
623,670			Including:		
819,560			Lamont, Corliss	12,082	14,642
			Pond's Extract.	1,093,620	1,128,050
281,314			L'dryown's Nat'l		
			Assn. of U.S. &		
28,600			Canada	244,153	324,655
372,025			Lavoris Chemical	213,206	317,392
049,887			Lehn & Fink, Inc.	1,022,422	1,057,589
			Including:		
172,379			Institutional ..	(Nothing)	32,500
726,088			Dorothy Gray.	233,790	178,230
17,238			A. S. Hinds....	310,755	311,135
80,971			J. Lesquendieu.	38,100	10,270
12,576			Lysol, Inc.....	281,147	357,129
41,947			Pebeco, Inc....	158,330	168,325
365,362			Lever Bros., Inc.	2,599,593	2,008,577
144,923			Lib. McN. & Lib.	684,850	394,600
5,500			Liggett & Myers.	1,658,385	1,376,910
3,100			Lorillard, P., Co.	226,280	834,621
173,666			Mars, Inc.....	251,000	273,050
163,257			Metro. Life Insur.	787,965	679,140
81,551			Nash Motors Co.	216,400	211,950
25,567			National Biscuit..	636,664	698,917
			Including:		
35,762			Nat. Bisc. Div.	410,880	493,500
			Shredded Wheat	225,784	205,417
440,356			Nat. Dairy Prod.	271,220
			Including:		
649,858			Breyer Ice Cr.	300	3,150
230,984			Collis Products (Nothing)		3,300
652,090			Deerfoot Farms	600	1,300
			Kraft-Phenix		
			Cheese Corp.	270,320	401,520
213,891			National Lead...	352,900	391,800
			National Retail		
			Furniture Assn.	247,504	440,900
224,855			Northam Warren	684,500	726,283
			Including:		
928,000			Northam War...	378,300	390,930
138,015			Glazo Co.....	144,750	143,825
158,840			Odorono Co.....	161,450	191,528
7,08,109			N'thwest'n Yeast	260,741	73,991
			Norwich Pharm..	282,059	312,249
451,059			Olson Rug.....	219,381	242,199
			Oncida Com. Ltd.	228,450	384,750
257,050			Including:		
Nothing)			Oncida Com....	228,450	361,750
1,248,871			Wm. A. Rogers. (Nothing)		23,000
			Packard Motor..	524,700	659,500
181,090			Para-Publix	262,900	310,770
227,003			Parker, Davis....	337,350	450,600
			Parker Pen Co...	311,458	362,531
266,860			Penick & Ford..	233,940	303,620
237,070			Pepsodent Co....	1,540,487
			Including:		
			Pepsodent Co...	1,460,718	680,335

	1931	1930
Gets-It, Inc....	\$72,010	\$40,573
May-Breath Co.	7,759	(Nothing)
Pet Milk Co.....	488,700	493,000
Phila. Stor. Bat..	650,050	527,690
Pillsbury Fl. Mills	618,470	533,410
Princess Pat.....	231,865	205,375
Procter & Gamble	4,668,118	4,512,500
Including:		
Proc. & Gamble	4,631,919	4,481,035
James S. Kirk.	36,199	31,465
Quaker Oats Co.	1,075,823	1,336,267
Including:		
Quaker Oats Co.	796,450	858,807
Aunt Jemima...	271,083	300,990
Mother's Oats.	8,290	48,170
Muffets	(Nothing)	128,300
Quaker State Oil		
Refining Co....	254,350	211,900
RCA-Victor Co.	523,913	1,396,315
Real Silk Hosiery	231,118	361,173
Including:		
Real Silk Hos.	226,410	353,580
Harford Frocks	4,708	7,593
Reo Motor Car.	429,620	582,800
Republic Steel...	271,425	136,855
Including:		
Republic Steel.	262,300	131,010
Berkner Mfg. Co.	9,125	5,845
Reynolds, Tobacco	1,616,690	1,425,975
Scholl Mfg. Co..	265,568	257,942
Scott Paper Co..	416,385	368,650
Sears, Roebuck..	471,784	357,811
Sharpe & Dohme.	375,700	310,600
Sheaffer Pen Co.	219,850	351,800
Southern Cotton		
Oil Trading Co.	410,200	560,100
Sprague, Warner	290,700	236,400
Squibb & Sons...	970,624	1,009,638
Including:		
Squibb & Sons	949,906	933,161
Lentheric, Inc.	20,718	76,477
Standard Brands.	2,991,480	3,400,181
Including:		
Chase & San...	688,509	600,150
Fleischmann Co.	1,255,601	1,625,201
Royal Bak. Pow.	1,047,370	1,174,830
Standard Oil Co.		
of N. J.....	736,118	1,006,592
Including:		
Chesebrough ..	265,880	281,380
Dag. & Rams...	152,840	289,514
Stanco, Inc....	317,398	435,698
Stew.-Warner Cor.	369,951	352,433
Studebaker Corp.	201,750	861,839
Including:		
Studebaker Cor.	42,330	617,469
Pierce-Arrow ..	143,420	244,370
Rockne Motors.	16,000	(Nothing)
Swift & Co.....	1,496,711	1,530,893
Texas Co.....	1,133,520	1,321,900
Tide Water Oil.	334,050	16,000
Union Car & Car.	317,952	554,770
Including:		
C. & C Chem..	7,175	59,550
National Carbon	291,527	494,590
Prest-O-Lite		
Stor. Bat.....	19,250	(Nothing)
Union C. & C.	(Nothing)	603
United Fruit Co.	281,047	330,984
Including:		
United Fruit..	12,895	26,756
Banana Growers	(Nothing)	300,628
Fruit Dispatch.	268,152	3,600
U. S. Rubber...	275,405	586,796
Vacuum Oil Co..	855,370	1,292,972
Wander Co.....	642,611	591,916
Warren Telechron	234,635	229,535
Waterman, L. E.	277,000	338,175

	1931	1930
Watkins, R. L....	\$641,830	\$575,440
(Including I. W.		
Lyons & Sons):		
Western Clock...	336,500	300,767
Including:		
Western Clock.	289,750	280,517
Sterling Clock..	46,750	20,250
Western Co.....	364,100	452,895
Westinghouse Elec.		
& Mfg. Co.....	559,200	302,782
Including West-		
inghouse Lamp):		
Whitman, S. F..	433,000	439,250
Williams, J. B...	324,302	315,143
Willys-Overland ..	273,745	643,532
Wrigley, Wm. Jr.	628,543	703,421
Yardley & Co....	213,600	159,150
Young, W. F....	447,318	370,518
Zonite Products..	457,465	869,034
Including:		
Zonite Products	179,915	218,034
Forhan Co.....	157,500	612,300
Larvex Corp...	120,050	38,700

Cigar Accounts to Bowers Agency

The Deisel-Wemmer-Gilbert Corporation, Detroit, manufacturer of San Felice, El Verso, Dubonnet and Odin cigars, has appointed the Thos. M. Bowers Advertising Agency, Chicago, to direct its advertising account.

This agency has also been appointed to direct the advertising of the Bernard Schwartz Cigar Corporation, Detroit, manufacturer of R. G. Dun and Bradstreet cigars. Newspaper and radio advertising will be used.

Household Bleach Account to J. Walter Thompson

The Crown Products Corporation, San Francisco, has appointed the J. Walter Thompson Company, San Francisco, to direct its advertising account. The principal product to be advertised is Sani-Clor, a household bleach, now distributed in Pacific Coast and Midwestern cities.

M. E. Zetterholm Joins Theatre Service

M. E. Zetterholm, formerly with the Oakland-Pontiac division of the General Motors Corporation, has been appointed vice-president in charge of distribution of the Theatre Service Corporation, New York.

Has Savings Account

The Philadelphia Saving Fund Society, Philadelphia, has appointed Jerome B. Gray & Company, advertising agency of that city, to direct its entire advertising account.

Appoints Colton Agency

The United Fruit Company, New York, has appointed the Wendell P. Colton Company, New York advertising agency, to direct its steamship passenger advertising.

How General Foods Trains Salesmen by Mail

This Correspondence Plan Is Based on Salesmen's Experiences and Talks Their Language

An Interview by B. F. Berfield with

James Ingram

Sales Executive, General Foods Sales Company, Inc.

"NEARLY two years ago our company put into effect a new selling plan based on a *which we tried to drive home* *fundamentally* *(Printer's Ink January 14, 1932)*

This Sales Program Is Getting Results

ONE basic problem in improving sales methods is to get the salesmen themselves to take an *active* part in the program. In the General Foods program, which Trade-Ways, Inc. is now conducting, that problem has been solved. Of the total number of men enrolled, more than 93% are up-to-date on all their work. The reason is that the training program was *built to order*, from the ground up. It deals only with the specific duties and problems of a General Foods salesman. Before we wrote one word of the course, our field staff spent months in studying the methods of typical General Foods salesmen all over the country. That's why this program has aroused both interest and active participation—and that's one of the reasons why it is showing sales results.

We have been doing this kind of work for twenty years, for such clients as General Foods, Eastman Kodak, Heinz, Goodrich, Studebaker, Willard Battery, Hammermill Paper, Kelvinator, Bigelow-Sanford Rugs and Carpets, Hartford Fire Insurance, and many others in about thirty industries.

A Trade-Ways representative will gladly explain our practical working methods to any major executive who wants to know how to get salesmen to adopt and use better selling methods.

TRADE-WAYS, INC.

350 Madison Ave., New York

647 Fewer Publications in 1931

A Total of 21,191 Are Listed in Latest Edition of Ayers Directory

NEWSPAPERS were the only classification to come through 1931 with a substantial increase in their number, according to statistics published in "N. W. Ayer & Son's Directory of Newspapers and Periodicals" for 1932. The number of daily newspapers for the United States and Canada increased by twenty-three.

The number of Sunday editions decreased by twenty-four. Weekly newspapers fell off 268.

Including all classes of publications, there was a decrease of 647 for 1931, bringing the total down to 21,191. Agricultural publications dropped fifty-nine, the largest decrease in any classification. There were more new publications dealing with radio, television and talking machines than in any other list, yet the total in this group decreased by two.

Advertising publications decreased by three, automotive by eleven, aeronautic by five, and financial and banking by four.

A comparative summary of changes, by types of publications, for the 1932 edition of the directory, as compared with the 1931 edition, follows:

	1932 Edition	Net Chg.
Daily	2,415	+23
Dailies—Sunday edition..	525	-24
Tri-Weekly Publications ..	15	..
Tri-Weekly Newspapers ..	55	-1
Semi-Weekly Publications ..	57	-6
Semi-Weekly Newspapers ..	470	-20
Weekly Publications ..	1,696	-66
Weekly Newspapers ..	11,524	-268
Fortnightly	136	+2
Semi-Monthly	272	-23
Monthly	3,847	-263
Bi-Monthly	173	+1
Quarterly	454	-92
Miscellaneous	147	-13

The total of 21,191 for all groups shows a further falling off in the decline from the high-water mark of 24,868 established in the 1917 directory.

New features of the 1932 directory are industrial statistics for each State and a "miscellaneous" paragraph for each State, includ-

ing total railway and road mileage, the number of telephones and motor vehicles, and the percentage of families having radio sets.

The directory shows that there are 318 towns and cities in the United States having more than 2,500 inhabitants in which no newspaper is shown published. Included is one city of 33,023 inhabitants; one of 40,714; one of 37,107 and one of 70,509. There are 10,464 towns in the United States and Canada in which publications are issued.

Will of Julius Rosenwald Probated

The will of Julius Rosenwald, admitted to probate last week, provides for continuance of his philanthropy to the extent of \$11,000,000 and division of the remainder of the estate among his five children. In the application for letters testamentary the estate is estimated as "in excess of \$20,000,000." The exact amount has not been determined.

The \$11,000,000 sum is to go to the Rosenwald Family Association, a corporation with "philanthropic, educational, scientific and charitable purposes" whose formation was announced shortly before Mr. Rosenwald's death. The five children are life trustees of this organization. Mr. Rosenwald's eldest son, Lessing J. Rosenwald, who succeeds him as chairman of the board of Sears, Roebuck & Company, and his daughter, Marion R. Stern, are named as executors.

Rath Packing Company to Young & Rubicam

The Rath Packing Company, Waterloo, Iowa, packer of vacuum-cooked, fresh and smoked meats, has appointed Young & Rubicam, Inc., New York advertising agency, to direct its advertising account.

Swim Suits to Brisacher

The Gantner & Mattern Company, San Francisco, manufacturer of Gantner Swim Suits, has appointed the office at that city of Emil Brisacher & Staff, advertising agency, to direct its advertising account.

New Account to Ullman

The Craveroller Company of America, Philadelphia, has appointed Roland G. E. Ullman, advertising agency of that city, to direct its advertising account. A magazine campaign is planned.

The Machine Has Been Libeled

Some Facts About the Relation Between the Machine and Unemployment for Those Who Long for the "Good Old Days"

By John H. Van Deventer

Editor, *The Iron Age*

THE public mind, influenced by the accumulative outpourings of those who know the least about the machine and its work, is beginning to look back with longing eyes upon the "good old days" before the engineer and the inventor and the machinery builder and the manufacturer came along and worked such havoc.

The good old days, when demand always exceeded supply, because the needs were so numerous and the wherewithal to supply them so few.

The good old days of Queen Elizabeth, in which the famous statute of laborers was formulated as a measure of protection to the workers, and which set forth that:

"All artificers and laborers being hired for wages by the day or week shall, betwixt the months of March and September, be and continue at work at or before 5 o'clock in the morning, and continue at work and not depart until betwixt 7 and 8 o'clock at night."

The good old days of less than a hundred years ago, when women in England, working fourteen-hour days in the coal mines, chained to coal cars and crawling on hands and knees, dragged these loaded cars through tunnels too low to permit the use of mules.

The good old days when little children eight years old worked from sun to sun carrying sacks of coal and ore on their puny backs up long ladders.

The good old days of eighty years ago, made famous by the poet Thomas Hood, in his "Song

of the Shirt," four years before the invention of the sewing machine in 1845, before the so-called "machine age" had gotten under way.



Such were the good old days before the machine age, when there was plenty of work to go around because human muscles had to do most of it; the good old days when women were cheaper for mine haulage than mules; the good old days when the child of six began those labors which were to make a worn out old man of him at thirty.

I imagine that if we could give those who advocate a return of the good old days a taste of one week of them, they would be glad indeed to return to the better days of 1931, depression or no depression.

The machine has a convincing story to present to the public, a story not based upon plausible theory, but upon forthright facts. A story that is an undeniable record of performance. The machine can look the public in the eye and say to it: "Here is my record, attested by Uncle Sam: In forty years of active and increasing use I have not deprived one American worker of employment; whenever I have closed one employment door I have opened another and a larger one."*

The present depression is not a state of technological unemployment, for the simple reason that there is today a larger proportion of machines idle than of men. The American Federation of Labor gives the number of unemployed as 20 per cent of the normally em-

Abstract of an address before the Engineers' Club of Bridgeport, Conn., and reprinted from *The Iron Age* by special permission.

*From percentage employment ratios, 10, 20, 30 and 40-year periods, all industries and other gainful employments.

ployed workers. A canvass of unemployed machines would show at least twice that percentage.

Technological displacement will continue as long as invention and improvement continue. But, while it is a serious problem for the individual victim of it, collectively such displacement at any given time represents a very small proportion of the total of unemployed.

What Did Cause the Depression?

It should be clear from the foregoing facts that the engineer and the inventor and their products, improved machines and processes, were not the cause of the depression. What, then, did cause it? The author's belief is that it was caused by piling too heavy a non-productive load upon the back of the machine, a load constituted of over - capitalization, speculation, graft, Government interference in business, excessive taxation and a gradual increase in occupational overhead.

After all, what we are most interested in is not in conducting post-mortems as to who was to blame for the depression, but in finding the way to bring supply and demand once more into normal balance. This resolves itself into a problem of simple division. Average annual income, divided by average cost of things bought, equals the quantity of things that can be bought. One cannot side-step arithmetic. If, then, we make things cost more, without first increasing average income, is it not obvious that fewer things can be bought?

On the other hand, when we reduce the divisor of average cost, we increase the quotient of number of units purchasable. In other words, diminished cost to the consumer is the logical step toward turning out more goods and employing more people.

Reduction in cost of goods and increase in average consumer income are the two logical ways to increase consumption and hence to stimulate business activity.

During a period of thirty years following our Civil War, the average of commodity prices declined

almost uninterruptedly. During the same period of receding prices we increased our annual output of manufactured products four times in dollar volume, eight times in actual volume, and multiplied the annual industrial wages paid by almost four. It was this performance that laid the foundations for a prosperity which could successfully stand the later terrific punishment of over-capitalization, inflation, speculation, graft, Government interference and excessive taxation and which failed to be shaken until the debacle of 1929.

How was this miracle of progress accomplished? Merely by giving heed to the formula: Income divided by cost equals volume.

Consciously or unconsciously, our ancestors of that period chose the one effective way to apply this formula to build prosperity. They put improved machinery to work in American industry on such a scale as not merely to compensate for the declining prices but to make increasing profits out of them and to pay increased wages in spite of them. For real wages—measured in purchasing power—doubled during this period of shrinking prices. Thus the prosperity formula was worked two ways, by decreasing the divisor of cost and increasing the dividend of average purchasing power. What else could result except the ensuing multiplication of business volume and diversification?

How to Outwit the Depression

We have in our hands the power to outwit this depression. The way to do this is to use the same method that put the panic of 1873 to flight, i.e., build prosperity in the face of a declining price trend. When prices fall, make costs go down even faster. Get the formula busy, through industrial modernization.

If this is true, why, then, are our engineers and our machinery building plants idle or on part time?

The reason lies in a stoppage in the supply line of capital and credit.

Our economic machine may be

TO ADVERTISING AGENTS

*whose volume has shrunk
below the profit line*

In times like these even the ablest of agency organizations may be facing an almost impossible problem of balancing the budget between projected income and irreducible overhead.

* * *

Agency principals, so situated, and particularly younger men without capital, might find it advantageous to join forces with us. We should, of course, wish to be assured that such action would be fair to their present associates.

* * *

Our agency has ample financial resources; high credit rating; well-developed copy, art, radio and research facilities. We are members of the Four-A's, Outdoor Advertising Bureau and A. B. C. and have recognition from all publishing associations.

* * *

For interview please address Executive Secretary of the American Association of Advertising Agencies, either by telephone (Mohawk 4-7982) or by letter (420 Lexington Avenue, New York).

likened to an automobile. The motor is represented by our engineers, inventors and machinery builders. The carbureter is represented by capital management, and the gas tank is represented by finance.

The motor of this economic machine is capable of pulling any load and of going at any speed. It is an improved, 1932 model.

The carbureter and the gas tank are old models and inadequate for today's motor. And, in addition to this, the supply line from the gas tank to motor, besides being too small for the job, is badly clogged by a sticky mass composed of fear, do-nothingness, lack of leadership and propaganda against the machine.

The rapid advance in engineering and invention has put the engineer and the machinery builder thirty years ahead of the banker and the legislator.

The solution of the difficulty is not to equip the economic car with a less efficient and less powerful motor, but to bring the other components up to date. And, most of all; to remove the congestion that is causing a stopping up of the fuel supply line.

Death of G. D. Gayle

G. D. Gayle, secretary of the American Art Works, Coshocton, Ohio, metal signs and advertising specialties, died recently at the age of forty-three. He had been secretary of the company for about fifteen years.

Takes Over Archers Company

The Archers Company, Pinehurst, N. C., maker of archery equipment, is a new subsidiary of the Horton Manufacturing Company, Bristol, Conn., manufacturer of fishing tackle and steel golf shafts.

Heads RCA-Victor

J. R. McDonough, formerly executive vice-president of the RCA-Victor Company, Inc., Camden, N. J., has been elected president of that company. He succeeds E. E. Shumaker, resigned.

Has Goss Press Account

Gamble & Company, Ltd., Chicago advertising agency, has been appointed to handle the advertising account of the Goss Printing Press Company, of that city.

Hudson Blankets Country with Messenger Service

Something new in the delivery of individual messages for an advertiser was used in connection with introduction of new models by the Hudson Motor Car Company.

The message was a master telegram, signed by W. J. McAneeny, president of the Hudson company. This telegram was sent to 650 telegraph offices which already had received lists of addresses of owners of Hudson and Essex cars as well as owners of other cars in the same price range. The telegram invited these owners to visit displays of their local Hudson and Essex dealers.

On receipt of the telegram, each office made copies on special blanks for messenger delivery. In all, these individually delivered messages went to 1,207,500 car owners within a period of twenty-four hours. No telegraph office delivered less than twenty-five messages. The largest delivery was in New York, where more than 70,000 deliveries were made.

Credit for conception of this idea is given to Arthur H. Kudner, president of Erwin, Wasey & Company.

Canners Appoint Fuller & Smith & Ross

The Canners Advertising Committee has appointed Fuller & Smith & Ross, Inc., advertising agency, to direct the advertising campaign of the National Canners Association. This account will be directed by the agency's New York office.

Knoxville "Journal" Sold

The Knoxville, Tenn., *Journal* was sold last week at a foreclosure sale to the Canal Bank and Trust Company of New Orleans for \$152,000. This paper, which has been operated under a receivership for over a year, was formerly owned by Colonel Luke Lea and Rogers Caldwell.

Death of C. E. Brinckerhoff

Charles E. Brinckerhoff, president of Brinckerhoff, Inc., Chicago advertising agency, died at that city on January 17. He was thirty-eight years old. Before starting his own business at Chicago in 1925, he was for thirteen years with the Ankrum Advertising Agency, Chicago.

Advanced by Karle Lithographic

Charles W. Henstenburg, formerly art director and sales promotion manager of the Karle Lithographic Company, Rochester, N. Y., has been appointed director of sales and advertising.

With Julius Mathews

Leonard Shultz, who has been with the Vickery and Hill List at New York, has joined the Julius Mathews Special Agency, publishers' representative, New York.

Gre
F. W.
Sears
Safew
S. S.
Mont
J. C.
Kroger
W. T.
S. H.
First
McCro
Nation
J. J.
Walgr
Lerner
McLeh
H. C.
Grand
G. C.
Inter
Nat'l
Melvil
Daniel
Neisne
Childs
Domi
Loft
Peoples
Consoli
Waldor
Schiff
Lane
West
Kline
Rickfor
M. H.
Winn
Exchan
Sally
Kaybee
Totals
*Incl
*Incl
(a)—5
(b)—5
(c)—5
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1931 sh
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Chain-Store Sales for December

Company	Dec. 1931 \$	Dec. 1930 \$	% Chge.	12 Months 1931 \$	12 Months 1930 \$	% Chge.
Great At. & Pac. (a)	91,310,661	100,101,068	-8.7	1,037,711,152	1,081,100,627	-4.0
F. W. Woolworth	39,712,933	42,323,914	-6.1	282,666,349	289,286,346	-2.2
Sears, Roebuck	33,167,501	39,075,133	-15.1	347,209,054	390,382,107	-11.1
Safeway Stores	23,953,745	24,923,978	-3.8	284,926,151	303,539,346	-6.1
S. S. Kresge Co.	22,173,414	23,982,054	-7.5	145,785,474	150,353,703	-3.0
Montgomery Ward	21,899,269	28,672,184	-23.6	219,361,585	272,319,625	-19.4
J. C. Penney	21,269,414	23,707,623	-10.2	173,695,442	192,943,765	-9.9
Kroger G & B Co.	17,560,983	20,429,975	-14.0	244,364,814	263,567,090	-7.2
W. T. Grant	12,111,472	11,796,737	+2.6	75,297,081	71,050,381	+5.9
S. H. Kress Co.	11,221,097	12,060,583	-7.0	69,041,925	69,283,102	-0.3
First National (b)	10,257,903	10,412,884	-1.4	106,868,721	109,339,422	-2.2
McCrory Stores	6,879,476	6,782,856	+1.4	43,293,068	43,223,531	+0.2
National Tea Co.	6,474,523	7,408,306	-12.6	76,657,861	85,236,533	-10.0
J. J. Newberry	5,317,057	5,489,703	-3.1	31,147,430	30,187,450	+3.2
Walgreen	4,609,082	4,726,934	-2.5	54,069,709	51,647,300	+4.7
Lerner Stores	3,758,250	3,817,694	-1.6	26,067,607	25,291,307	+3.1
McLellan Stores	3,748,061	3,968,294	-5.5	21,946,670	24,046,536	-8.7
H. C. Bohack (c)	3,438,318	3,650,560	-5.8	35,551,025	32,872,279	+8.1
Grand Union	3,422,369	4,319,556	-20.7	35,239,902	37,009,934	-4.7
G. C. Murphy	2,961,329	3,170,346	-6.5	19,181,558	17,498,022	+9.6
Interstate Dept.	2,649,680	3,069,967	-13.7	21,409,587	21,784,712	-1.7
Natl Bellas Hess	2,645,087	3,524,903	-24.9	32,647,548	36,250,648	-9.9
Melville Shoe	2,546,433	2,820,214	-9.7	26,885,125	28,654,300	-8.2
Daniel Reeves (d)	2,395,485	2,694,295	-11.0	31,149,208	34,007,497	-8.4
Neisner Bros.	2,349,121	3,025,890	-22.3	15,958,787	16,507,157	-3.3
Childs Co.	2,163,410	2,277,368	-5.0	24,302,723	26,551,467	-8.4
Dominion Stores (e)	1,982,482	2,071,830	-4.3	25,200,927	24,118,586	+4.4
Loft	1,862,847	1,571,098	+18.5	14,316,425	9,554,003	+49.8
Peoples Drug	1,777,397	1,707,203	+4.1	17,472,674	16,777,867	+4.1
Consolidated Retail	1,762,829	2,003,262	-12.0	18,917,893	21,782,444	-13.1
Waldorf System	1,340,083	1,336,201	+0.3	15,541,768	15,958,394	-2.6
Schiff Co.	1,119,394	1,175,130	-4.7	10,171,078	9,932,214	+2.4
Lane Bryant	1,111,978	1,382,187	-19.5	15,233,843	17,139,478	-11.1
West. Auto Supply	971,000	1,056,000	-8.0	12,426,000	13,885,000	-10.5
Kline Bros.	818,094	694,142	+17.9	5,471,956	4,724,084	+15.8
Bickford's	666,671	565,874	+17.8	7,867,318	6,041,777	+30.2
M. H. Fishman	454,459	415,329	+9.4	2,641,597	2,268,079	+16.4
Winn & Lovett	452,267	455,204	-0.6	5,116,600	5,416,216	-5.5
Exchange Buffet	441,483	544,590	-18.9	5,254,535	6,316,050	-16.8
Sally Frocks	420,848	448,487	-6.1	4,527,706	4,662,918	-2.9
Kaybee Stores	229,699	308,913	-25.6	1,967,372	1,963,070	+0.2

Totals 375,407,604 413,968,469 -9.31 3,643,963,329 3,864,474,367 -5.70

†Including MacMarr.

*Includes both chain and mail-order sales.

(a)—5 weeks to Jan. 2.

(b)—5 weeks to Dec. 26.

(c)—5 weeks ended Jan. 2.

(d)—4 weeks to Dec. 26.

(e)—4 weeks and period to Dec. 26.

The report of the J. C. Penney Company carries the following: "Gross sales for 1931 show 1,459 stores operating at the end of the year as compared with 1,452 stores in operation at the end of 1930. This reveals an increase of but seven store units for the year, the more important of the seven have been opened since the close of the first six months' period, according to a statement by Earl C. Sams, president, who says: 'The decline of 9.98 per cent in sales for the year in cash volume is considerably more than offset so far as unit sales are concerned by a much larger decline in retail prices as compared with those of the 1930 period. This discloses the interesting fact that there has been a substantial increase in unit sales. Present operations should take into consideration the number of units sold since it is from this increasing consumption of merchandise that industry as a whole will gradually benefit.'"

NUMBER OF STORES IN OPERATION

	END OF DECEMBER 1931	1930		END OF DECEMBER 1931	1930
Kroger Grocery	4,889	5,167	McLellan	278	277
Safeway	3,736	2,691	McCrory	242	245
J. C. Penney	1,459	1,452	S. H. Kress	221	213
S. S. Kresge	711	678	G. C. Murphy	172	166
Melville Shoe	476	480	Peoples Drug	124	118
Walgreen	469	441	Childs	108	112
W. T. Grant	402	348	Neisner	78	75
Exchange Buffet	35	35			

Publisher Takes Own Advertising Medicine

NO adaptation of the old story about the shoemaker who had no shoes for his own children can be applied to the McGraw-Hill Publishing Company. This company, which advises businesses to advertise, continues to set an example. It will spend for advertising of McGraw-Hill publications in 1932 a percentage of its gross income greater than the proportion invested in 1931 or 1930. The 1932 allotment will exceed 10 per cent.

In announcing 1932 advertising plans before a meeting of McGraw-Hill executives, Edgard Kobak, vice-president and general sales manager, declared:

"The time for waiting is past. The executive who waits now will have to watch the procession go by, and he may not even join the tail end. The small manufacturer today has an ideal opportunity to get the jump and be the big manufacturer of the next decade. Advertising in the right media, whether business papers, newspapers or magazines, will help him do it.

"As publishers and salesmen, we render business and industry a real service when we honestly help and guide manufacturers in studying and analyzing their markets, and advise on sound advertising plans in proper media."

For Advertising Managers Only

The San Francisco Advertising Club has formed an advertising managers departmental, under the chairmanship of Herbert H. Hilscher. Membership in this departmental is limited to advertising managers of companies that are buying advertising. The new departmental will afford an opportunity for round-table discussion of mutual problems and an interchange of ideas.

Hennafoam Account to Pedlar

The Hennafoam Corporation, New York, maker of Hennafoam Shampoo, has appointed the Louis C. Pedlar Corporation, advertising agency of that city, to direct its advertising account.

Digging Is Encouraged

WILSON-JONES COMPANY, INC.
CHICAGO

Editor of PRINTERS' INK:

After having read your article, "How Many Salesmen Are Willing to Dig Holes?" by W. C. Mattox, (December 17 issue) I find it is very interesting and contains a good moral lesson. We would appreciate permission to reprint this article in our bi-monthly house organ.

HAROLD R. DANNHAUSEN,
Advertising Division.

Advanced by Pennsylvania Oil Association

Harvey Willson, formerly assistant secretary of the Pennsylvania Grade Crude Oil Association, Oil City, Pa., has been placed in charge of the association headquarters at that city. He succeeds Rodney J. Alexander. Mr. Willson was at one time assistant general manager of the Rubber Manufacturers Association, New York.

J. A. Silin with Chambers & Wiswell

James A. Silin, for many years a member of the financial staff of the Boston Herald, has joined Chambers & Wiswell, Inc., advertising agency of that city.

New Account to Mogge

The Perfection Gear Company, Chicago, has appointed Arthur R. Mogge, Inc., advertising agency of that city, to direct the advertising of its Perfection Coaster, which provides built-in transmission free wheeling for automobiles.

New Business at San Diego

Norman W. Tolle has started his own advertising service at San Diego, Calif., with offices at 631 Third Avenue. He was formerly advertising manager of the Whiting-Mead Company. M. M. Tolle will be associated with the new firm.

With Brett Lithographing

Raymond F. Kinney, formerly with the National Art Company, Long Island City, N. Y., has joined the sales force of the Brett Lithographing Company, of that city.

O. N. Custer for Governor

Omer N. Custer, publisher and business manager of the Galesburg, Ill., Register-Mail, has become a candidate for the Republican nomination for the governorship of Illinois.

With Los Angeles "Times"

Alex Ruben, formerly promotion manager of the Los Angeles Evening Express, has been appointed advertising sales promotion manager of the Los Angeles Times.

A Great Year Was 1931

For the Montreal Daily Star the year just closed has been in many respects a wonderfully great year, notably in the way it has weathered the business storm that has come nigh wrecking many newspapers throughout both continents.

As is well known, the leading American newspapers amongst the newspapers of the world, carried for many years a preponderating volume of advertising, so that a comparison with them has special significance.

Taking for comparative purposes the advertising in the newspapers of twenty-nine major cities of the United States, it is on official record that their losses ranged from four to twenty-four per cent, or an average of 10.9 per cent, during the first eleven months of 1931. December figures are not yet available.

The twenty-nine cities included in this analysis are as follows:—

New York	Chicago	Philadelphia
Detroit	Cleveland	St. Louis
Boston	Baltimore	Los Angeles
Buffalo	San Francisco	Milwaukee
St. Paul	Oakland	Omaha
Birmingham	Richmond	Daytona
Houston	Des Moines	Cincinnati
New Orleans	Minneapolis	Seattle
Indianapolis	Denver	Providence
Columbus	Louisville	

While newspapers in the leading cities of the United States showed an average loss of more than **ten** per cent THE MONTREAL STAR, in the same period, **NOT ONLY HELD ITS OWN BUT MADE GAINS.**

This record is emphatic in its implications.

N.B.

The outlook for the American papers suggests a more favorable comparison for them in 1932 and carries some encouragement for the newsprint makers, whose business is so largely dependent on the growth of advertising in the U. S.

The Montreal Daily Star.

"Canada's Greatest Newspaper"

New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

GOOD COPY

**An advertise-
ment which offers
service—**

**which is attrac-
tive enough to be
noticed—**

**inviting enough
to be read and con-
vincing enough
to be remem-
bered—**

**will benefit both
public and adver-
tiser.**

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

Changes in Hamilton Agency

The name of the Hamilton Advertisers' Agency, Ltd., Hamilton, Ont., has been changed to Russell T. Kelley, Ltd.. A new industrial department is under the direction of T. S. Glover, formerly advertising manager of Sawyer-Massey, Ltd.

Edmund Ferres and F. H. Edgington have joined the agency as account executives.

Acquires "The Flower Grower"

The Flower Grower, formerly published by Madison Cooper at Calcium, N. Y., has been purchased by the J. B. Lyon Company, Albany, N. Y. Mr. Cooper will continue as editor. Charles M. Winchester, Jr., will be business manager.

Farmer Papers to Be Published Bi-Weekly

Effective with their issues of January 23, 1932, *The Ohio Farmer*, Cleveland, the *Michigan Farmer*, Detroit, and the *Pennsylvania Farmer*, Pittsburgh, will be published bi-weekly, according to Capper-Harman-Slocum, Inc., publisher.

Gas Burner Account to Summers-Gardner

The Roberts-Gordon Appliance Corporation, Buffalo, N. Y., manufacturer of Roberts gas burners, has appointed Summers - Gardner, Inc., advertising agency of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

T. F. Lannin Has Own Business

Thomas F. Lannin has started an advertising agency under his own name at 2326 South Michigan Avenue, Chicago. He was formerly with the Frank M. Comrie Company, Wm. H. Rankin Company and Critchfield & Company.

Appoints Hewett-Crouse

The Economy Electric Lantern Company, Chicago, producing electric lanterns for use in industry, has appointed the Hewett-Crouse Advertising Company, Chicago, to direct its advertising account. Business papers and direct mail will be used.

To Represent McCready-Parks in Paris

E. M. Cody with offices at 6, Cite Paradis, Paris, will represent the Paris interests of McCready-Parks, New York advertising agency, beginning February 1. Mr. Cody was formerly with the J. Walter Thompson Company.

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Winthrop & Company Executive Appointments

Myron D. Tracy has been elected executive vice-president of Winthrop & Company, Inc., an advertising agency recently organized at New York by Robert A. Winthrop and now located at 461 Eighth Avenue. Mr. Tracy was formerly vice-president in charge of sales of the Headley Emulsified Products Company, Philadelphia.

Harry N. Kennedy, for ten years assistant treasurer and comptroller of The Erickson Company, New York, has been elected treasurer and a director of the Winthrop agency.

Clare N. Sufill is vice-president and account executive. He was formerly with the United States Rubber Company.

William C. Dover, vice-president, will be in charge of plans and marketing.

C. H. MacDowell Resigns as Armour Executive

Charles H. MacDowell has resigned as president of the Armour Fertilizer Works and vice-president of Armour & Company, after nearly forty-five years of service with Armour. He became president of the Armour Fertilizer Works when that organization was incorporated in 1909. He will continue as a director of the company.

John E. Sanford, for many years executive vice-president, succeeds Mr. MacDowell as president of Armour Fertilizer Works.

New Business at New Orleans

Walker Saussy and Granville Sewell have formed an advertising business at New Orleans, under the name of Saussy & Sewell Advertising, with offices in the Canal Bank Building. Mr. Sewell was formerly with The Chambers Agency, Inc., New Orleans.

TradePress Elects F. S. Peters Vice-President

Fred S. Peters, advertising manager of *Rock Products and Concrete Products*, Chicago, has been elected vice-president of the TradePress Publishing Corporation, publisher of those business papers.

G. J. O'Leary Joins Guenther-Bradford

George J. O'Leary has joined the office at that city of Guenther-Bradford & Company, Inc., advertising agency. Most recently he was with Brinckerhoff, Inc., Chicago.

Gar Wood Appoints Lussier Agency

Gar Wood, Inc., Marysville, Mich., runabouts and cruisers, has appointed L. Charles Lussier, Inc., Detroit advertising agency, to direct its advertising account.

"PUNCH'S" PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice. The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a wide-spread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the English-speaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your merchandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 BOUVERIE ST., LONDON, E.C. 4
ENGLAND

Death of Gilbert M. Tucker

Gilbert M. Tucker, for many years publisher of *The Country Gentleman*, died at Albany, N. Y., last week. His father, Luther Tucker, founded *The Country Gentleman* in Rochester, N. Y., in 1831 as the *Genesee Farmer*, later moving his headquarters to Albany where he bought *The Cultivator*, with which the *Genesee Farmer* was merged.

In 1853 *The Country Gentleman* was started. In 1866 *The Cultivator* was merged with *The Country Gentleman*. On the death of the founder, Gilbert M. Tucker became publisher. He operated the paper until 1911 when he sold it to Cyrus H. K. Curtis.

Since 1911 Mr. Tucker had devoted himself to literary work. He was a prolific writer on many subjects.

Change in Remington Rand Management

The Remington Rand Business Service, Inc., Buffalo, N. Y., has re-organized its management policy: It now has seven general managers, similar to the plan used by the General Motors Corporation, according to an announcement made to **PRINTERS' INK**, by J. H. Rand, Jr., president. Each general manager will have his own sales manager who will be in charge of sales of the line of business machines or equipment over which that general manager has charge.

Appointed by Pacific Club Group

Charles W. Collier, advertising director of the Recorder Printing & Publishing Company, has been appointed chairman in charge of the departmental sessions for the convention of the Pacific Advertising Clubs Association, to be held at Vancouver, B. C., July 5 to 8.

C. H. Calley Joins McNelis-Weir

C. H. Calley, for many years with the retail service division of the *Dry Goods Economist*, and at one time sales manager of Westernman Service, has joined McNelis-Weir, Inc., New York advertising agency, in a merchandising and promotion capacity.

Join Midwest Farm Paper Unit

Willard A. Banks, formerly with *The Nebraska Farmer*, and W. R. Watson, formerly of *The Farmer and Farm, Stock & Home*, have joined the Chicago sales office of the Midwest Farm Paper Unit, Inc.

A. J. N. Hill with Paul Block

A. J. Norris Hill, of the publishers' representative organization bearing his name, has joined the San Francisco office of Paul Block and Associates.

E. H. McCarthy, President, Nash Motors

C. W. Nash, for many years president of the Nash Motors Company, Kenosha, Wis., has become chairman of the board of directors of that company. Earl H. McCarthy, formerly vice-president and general manager, has been elected president to succeed Mr. Nash.

Harold E. Long was elected vice-president and director of purchases and Robert Elliott was named vice-president in charge of operations.

More of Soap Account to Kastor Agency

H. W. Kastor & Sons Company, Inc., Chicago advertising agency, has been appointed to handle the advertising of Pall Mall and Kirk's Hardwater Castile soaps, products of the Procter & Gamble Co. This is in addition to American Family soap and flakes and Jap Rose soap, other products of the American Family group which have been handled by the Kastor agency in the past.

Thurber-Capers, New Business at Dallas

The Thurber-Capers Advertising Agency, Inc., is the name of a new advertising business formed at Dallas, Texas, with offices at 904 Insurance Building. Hal H. Thurber, for the last four years account manager of Tracy-Locke-Dawson, Inc., Dallas, is president. Julian Capers, Jr., for three years publicity director of Industrial Dallas, Inc., is secretary-treasurer.

Spiegel, May, Stern Increase Advertising

The Spiegel, May, Stern Company, Chicago, mail-order furniture house, has completed plans for a 1932 advertising program equal in scope to its 1929 program. This represents a substantial increase over the last two years.

Mediums reaching small-town markets will be used. The Chicago office of Nelson Chesman & Company, handles this account.

Advanced by United Advertising Corporation

Ellis E. Erickson, assistant general manager of the United Advertising Corporation, Newark, N. J., has been elected vice-president in charge of operations. He has been with the company for nineteen years, having joined the Newark Sign Company, predecessor of the United Advertising Corporation in 1912.

J. D. Denison Advanced by Buffalo "Times"

John D. Denison of the Buffalo *Times*, has been appointed local advertising manager. He succeeds Clinton Morrell, resigned.

Shocks the Public into Attention by Violating Advertising Rules

(Continued from page 4)

might not be considered beautiful from an art standpoint, but it had the element of striking unusualness that we demand.

I must make clear that I am not opposed to good-looking advertising because it is good looking, but I insist on provocativeness first of all. If we can get that and still have the advertisement good looking, well and good; otherwise I am perfectly willing to sacrifice the appearance.

Similar ideas apply to our labels. I have often been asked why we don't change our Moxie label, modernize it, make it beautiful. My answer is that the label is different from anything else; it is striking and impresses the memory.

These things represent only one phase of our policies. To us advertising is a broad term and anything which will impress the public and make it talk about us and our product is a part of our scheme. Take, for example, our manufacturing plant in Boston. We have made it a show place, and exploit it systematically. We don't depend upon casual curiosity to bring visitors, but extend definite invitations to come.

Our sales representatives all over the country are expected to extend twenty-five invitations a day to anybody and everybody they meet, wherever it may be. This includes dealers, jobbers, salesmen, casual acquaintances, anybody. This may seem a bit far-fetched, but every day people come to the plant as a result of these invitations. Even though only a small percentage of the total number of invitations extended bears fruit in the form of visits, the invitation itself has done effective work in impressing Moxie upon the recipient of the invitation in more than a casual manner.

The invitation to visit Moxie-land, as we call it, is often a part

of our newspaper advertisements. We have three girls at our plant who spend a good part of their time just telephoning invitations. If there is a convention in Boston, we get the names of visitors from hotel registrations, and the stranger is surprised and pleased upon receiving a call welcoming him and extending an invitation to visit us. We try to get as many influential people from our neighborhood to visit the plant as possible. Consequently, we constantly make up lists of leading lawyers, bankers, doctors and others and have our girls telephone the invitations.

The effect of this work is far-reaching. Considered purely from the standpoint of direct circulation, the number of people contacted, while large, is limited. But each one, treated with great hospitality, guided through the plant not in a perfunctory manner by an official guide but taken in hand personally by one of our office associates—all of whom are experienced in our methods of treating visitors—and sent away with samples of Moxie, becomes a center of conversation and information from which spread good words about us for an indefinite length of time.

Appealing to Parents Through Children

We believe strongly in personal contacts. For this reason we have many different novelties designed which we distribute widely. In this sort of work we especially favor the children. These we have cultivated for many years. The child's loyalty is relatively easy to win. He is a direct consumer, and if he is sold on our product, will demand and get it. Through him we also influence his parents, and the habit established in childhood may remain with him throughout his life.

One of the things we distribute, for example, is a portfolio, suitable for carrying schoolbooks and papers, suitable also for carrying bottles of Moxie. Each portfolio, of course, is labeled with our trade-mark. We have gone up and

Wanted

6 *New Type Account Executives

For Visaphone Eye and Ear Method

Nationally known manufacturer precision equipment (listed N. Y. Exchange) will shortly announce revolutionary development sound and pictures in briefcase model, productions on which compete favorably in price with printing.

Pre-showing during past sixty days resulted in adoption this method by General Electric (Lighting and Refrigeration), Westinghouse, General Motors, Hudson, Cadillac, and twelve others.

Uses broad as sight and sound. Particularly adapted to sales training, sales presentations, etc., etc.

Qualifications: Age 28 to 35, sales promotion manager, advertising agency experience, well grounded distribution especially one industry. Contacts that industry important. Selling forte. Earning \$4,000 year over.

To enable us intelligently judge you may submit:

1. Letter qualifications
2. Plan for use industry most experience like to represent us.

Applications by letter only

**FAIRCHILD-WOOD
VISAPHONE CORP.**

270 West 38th Street, New York
1118 S. Michigan Ave., Chicago

*Recorded sales talk synchronized with changing light projected pictures instead of half-tones and cold type.

**NEEDED FOR NEW YORK
CLEVELAND, CHICAGO, DETROIT**

down the breadth of the land, stopping at country schoolhouses and distributing portfolios to the children. We have given them away at fairs and other public events. This item we have used for fifteen years and in that time have distributed about 10,000,000.

Utility Is Basic Consideration

Another idea we have used in cultivating children has been to design rocking horses the actual size of a horse and donate them to public playgrounds. The children enjoy them, and acquire friendly acquaintanceship with our name. One season we distributed to the children of the country tons and tons of marbles. Balloons, lollypops and a host of similar things have taken effective part in this gift distribution plan. We have given away to the newsboys of the country thousands of delivery carts, the body of which is a wooden Moxie case. This feature has been particularly effective when opening up new territories. In designing gifts, utility is the basic consideration.

These few examples represent only a small part of the many ways in which we get people talking. Our main principle is that we must do nothing ordinary. Any idea that is novel, striking, spectacular, that will shock people into attention, that will set their tongues wagging, humorously or good naturedly or gratefully, we seize on and promote, whether it be in newspaper, outdoor display, gift distribution or whatnot. Our appropriation is kept flexible so that we can expend it on the basis of the value of the ideas that strike us, whatever may be the medium.

We carry the same principle through to our window and store displays. There must be a striking idea in every one. We have taken the lithographed Moxie boy, for example, and reproduced him back to, and set him up behind the soda fountains in the stores. The curiosity of the public to get around and see the other side of the figure was really astounding. Our displays, like our newspaper

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advertising, are not always artistically beautiful, but they do give people something to talk about and that's what we aim to accomplish first of all.

In spite of our violation of the regulation canons of advertising, I believe the principle back of all these ideas is immensely effective. We started with it forty years ago when we had but little money to spend. We saw our business grow with it and because of it. We have followed it consistently all these years. We haven't varied it in the past two years during which our business has gained ground except to work harder at it and use it more extensively than ever.

Perhaps we could accomplish the same result by usual and commonplace advertising. But since our business has consistently grown with a comparatively low percentage of expenditure, I am thoroughly convinced that the principle of using methods that startle people into talking about our product is the most efficient that we, at any rate, could use.

E. H. Aberdeen Appointed by Westinghouse

E. H. Aberdeen, who has been in charge of advertising and promotion and the sale of farm light plant equipment in the Northwestern district, with headquarters at Chicago, of the Westinghouse Electric & Manufacturing Company, has been appointed sales promotion and advertising manager of the Northwestern district of the Westinghouse Electric Supply Company.

Wamsutta and Wilson Brothers in Alliance

The Wamsutta Mills, New Bedford, Mass., have formed a merchandising alliance with Wilson Brothers, Chicago, haberdashery manufacturers. A new Wamsutta division has been established in the Wilson Brothers organization in charge of Wayne Smith. Morris Wilson, vice-president and treasurer of Wilson Brothers, has been elected to the Wamsutta board.

J. F. Eddy Joins Evans-Winter-Hebb

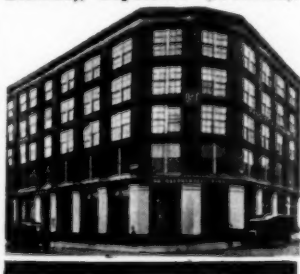
J. Frank Eddy, formerly president of the Eddy-Rucker Company, Cambridge, Mass., has joined the staff of Evans-Winter-Hebb, Inc., Detroit. Mr. Eddy was at one time business manager of *Printing Art*, now *Printed Salesmanship*.

To Meet the NEW CONDITIONS of Trade in Gt. Britain Australia New Zealand South Africa CONSULT FASSETT & JOHNSON Ltd.

Manufacturing Marketing Selling.

A complete organisation in each country to meet the requirements of the introduction of branded goods sold by the pharmaceutical, grocery, hardware and allied trades.

Applications for full plan with sample package of the product, should be addressed to the Head Office, 86, Clerkenwell Road, London, E.C.1—Branches: Sydney (Australia), Wellington (New Zealand), Capetown (S. Africa).



FARM PAPER SUMMARY FOR DECEMBER

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1931 Lines	1930 Lines
California Citrograph..	16,439	16,926
Country Gentleman ...	15,557	31,541
Capper's Farmer	11,503	13,475
Florida Grower	10,307	12,058
Successful Farming ...	10,247	12,660
Farm Journal	7,772	8,845
Country Home	7,569	7,729
Poultry Tribune	6,735	13,255
Amer. Poultry Journal.	6,415	9,905
Breeder's Gazette	6,394	9,865
Rhode Island Red Jour.	5,542	6,069
Southern Agriculturist.	4,865	7,255
Amer. Fruit Grower...	3,395	4,877
Better Fruit	3,164	3,804
Inland Poultry Journal.	2,937	2,670
New England Dairyman	2,626	3,638
Standard Poultry Jour.	2,555	5,667
American Farming ...	2,335	2,342
Iowa Farmer & Corn Belt Farmer	2,170	2,073
Farmers' Home Journal	1,499	905
The Bureau Farmer...	1,456	2,929
Nat'l Live Stock Producer	1,396	2,278
Farm Mechanics	1,090	2,838
Totals	133,968	183,604

SEMI-MONTHLIES

Okla. Farmer-Stockman	9,874	11,841
Missouri Farmer	8,050	9,203
Progressive Farmer & Southern Ruralist		
Kentucky-Tennessee Edition	7,466	15,679
Texas Edition	5,962	15,867
Carolina-Va. Edition	5,827	16,261
Miss. Valley Edition	5,773	16,157
Georgia-Ala. Edition	5,772	16,620
Arizona Producer	6,990	8,435
Missouri Ruralist	6,792	7,321
Southern Planter	6,728	5,855
Hoard's Dairyman	6,665	12,826
Utah Farmer	6,471	8,074
Montana Farmer	6,270	10,200
Indiana Farmer's Guide	5,736	*11,818
Western Farm Life...	4,440	6,743
Arkansas Farmer	2,083	2,379
Southern Cultivator ...	1,142	943
Totals	102,041	176,222

*Four Issues.

BI-WEEKLIES

(Two Issues)

	1931 Lines	1930 Lines
Wallaces' Farmer and Iowa Homestead ...	10,675	†18,410
Nebraska Farmer	10,168	†17,948
Prairie Farmer		*†17,627
Illinois Edition	9,729	
Indiana Edition	6,409	
The Farmer & Farm, Stock & Home.....		*†22,072
Minnesota Edition ..	9,209	
Dakotas-Mont. Edition	7,469	
Wisconsin Agriculturist & Farmer	8,983	†17,714
Dakota Farmer	6,969	16,104
Kansas Farmer, Mail & Breeze	4,605	†11,475
Totals	74,216	121,350
†Four Issues. *One Edition.		

WEEKLIES

(Four Issues)

	1931 Lines	1930 Lines
California Cultivator ..	16,220	22,786
Pacific Rural Press....	14,818	24,067
Rural New Yorker....	10,483	13,826
Oregon Farmer	†9,421	11,834
Washington Farmer ..	†9,413	12,254
Pennsylvania Farmer .	*8,724	17,967
New Eng. Homestead..	7,540	13,370
Idaho Farmer	†7,497	10,385
American Agriculturist.	6,768	11,973
Ohio Farmer	*6,320	15,249
Farm & Ranch.	*5,679	11,993
Michigan Farmer	*5,119	12,442
Dairymen's League News	4,111	2,755
Totals	112,113	180,901
†Five Issues. *Three Issues.		

FARM NEWSPAPERS

(Five Issues)

	1931 Lines	1930 Lines
Kansas City Weekly Star	11,560	8,251
Dallas Semi-Weekly Farm News		†*4,078
Tuesday Edition	3,102	
Friday Edition	†2,099	
Totals	16,761	12,329
†Four Issues. *One Edition.		

Grand Totals439,099 674,406
(Figures compiled by Advertising
Record Company)

For
only

1930
Lines

18,410
17,948
17,627

22,072

17,714
16,104

11,475

21,350

1930
Lines

22,786
24,067
13,826
11,834
12,254
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10,385
11,973
15,249
11,993
12,442
2,755

30,901

1930
Lines

8,251

4,078

2,329

4,406

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Our Client Offers

A Remarkable Opportunity

for

Advertising Agency, Corporation or
Syndicate

to take over

75,000—100,000 square feet of advertising
wall space

in

Smoking Rooms, Rest Rooms and Wash
Rooms

of

"A CENTURY of PROGRESS"
International Exposition
CHICAGO



June 1, 1933, to
November 1, 1933

150 Big Days—Fifty Mil-
lion or More People in
Buying Humor will see
your clients' advertise-
ments.

All Bids or Proposals held in
Strictest Confidence.

For complete details and appointments, apply by letter
only, to

Jewell F. Stevens Co.

19 South La Salle Street, Chicago, Illinois

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-5500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor
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Don Masson

Chicago: P. H. Erbes, Jr.

NEW YORK, JANUARY 21, 1932

Show-down on Radio Advertising

In this issue of PRINTERS' INK we present some letters written to us by broadcasters, advertising agents and advertisers commenting adversely on the thought that the Government should regulate radio advertising programs.

These expressions, growing out of Senator Couzens' resolution, about which we carried a news story last week, advance only one side of the case—and for obvious reasons. The specter of more Government regulation is enough to terrify any business organization on general principles. That such regulation is likely to go too far and impose unjust and uneconomic burdens is an ever-present and well-founded fear; the functioning of the average bureaucrat's mind, once he gets going, passeth human understanding.

Nevertheless, broadcasters and everybody else interested in radio advertising may as well face the following inexorable fact:

This question of the quality and quantity of advertising to be made a part of radio programs has just about reached the stage where it demands a definite show-down.

In saying this we have more in mind than the thought of Senator Couzens, chairman of the powerful Interstate Commerce Committee, in charge of radio matters in the Senate, that advertising on a program should be only a mention of the sponsor; more than the statement of Congressman Edwin L. Davis, chairman of the House Radio Committee, that he expects to introduce a bill specifically limiting the amount of time for advertising on a broadcast, or confining it to the name of the product or sponsor.

We are thinking of the interests of the advertisers themselves, of the station owners, of the broadcasting companies, of the radio manufacturers, of the advertising agents and of the public.

The great radio producing industry is vitally concerned. One leading manufacturer frowningly told us recently that abuses of the advertising privilege were causing people to lose interest in their radios and that a condition of deadly indifference to radios was being built up. Indifference is the most pernicious kind of selling resistance. Sales of radio sets are now at a level lower than is justified by current economic conditions, and the blame cannot be placed wholly on the midgets, either.

The erudite Dr. Henry A. Bel-lows, in his letter appearing on another page, declares the broadcasters welcome an investigation such as Senator Couzens proposes. Perhaps they do; although a dis-interested observer sitting through the National Association of Broad-

casters' convention in Detroit last October would probably have got an opposite opinion.

Be that as it may, however, the fact cannot be disguised that something has got to be done—and will be done—very shortly either by the radio industry itself or by the Government. There is too much involved to justify flying to "investigations" for refuge.

If a newspaper or magazine abuses the ratio of advertising lineage against news and general editorial content, its readers will punish it by turning to a more attractive competitor; its own rope hangs it.

It must be remembered, though, that the readers of a publication do not *have* to read the advertising; they still can pick out what they like, be it much or little.

The thing doesn't work quite this way with radio. If listeners are driven away by over-indulgence in radio advertising, they are driven *clear* away, and the medium suffers an irreparable injury.

All advertising media are subject to a certain amount of Governmental control. Radio, on account of considerations such as wattage and wave lengths, has got to endure more of this than others. It could not be otherwise. The air is theoretically free, but if any or all were permitted to use it without restriction, chaos and bedlam would result; the industry would be killed as dead as a door nail.

These things being so the radio people, we believe, should recognize that their medium cannot safely go along on the theory that abuses will eventually be corrected—as in publications—by the force of public opinion and the heaven-born right of the public to choose and to differentiate.

Their problem is exceedingly difficult, and our contribution to its solution is this:

Stringent regulation of the amount and quality of advertising on a broadcast is vital. Get together, therefore, on an agreement that a certain maximum amount of time (and make it short indeed) shall be a standardized allotment for a fifteen-minute broadcast. Double this for a thirty-minute program, and quadruple it for one lasting an hour. Find out some way of enforcing—a la Will Hays or Judge Landis, perhaps—the National Broadcasters' code of ethics providing for quality.

Maybe, on account of the peculiar nature of broadcasting, with some of the smaller stations running wild, this essential regulation could not possibly come from within the industry. If so, there is only one outcome: Extension of Federal control.

Rate Only One Factor

"We are holding up all 1932 contracts during a rate discussion with each publisher."

"We are holding up contracts—hoping for lower rates."

"The president of this company is sufficiently interested to lay down a rule that we will buy no space at last year's rate."

These are comments of national advertisers quoted in a statement, which concerns 1932 advertising appropriations, issued by the Association of National Advertisers.

Rate is only one factor in space buying. Without minimizing its importance, may we suggest that the principal factor is a matter of profitable return on advertising expenditures? No matter what the rate, the expenditure should return a profit. Only the short-sighted will forego getting that profit by dillydallying tactics.

For example, would the president referred to above issue a dictum that no more salesmen would be sent out on the road until such time as railroad rates are reduced? If circumstances make aviation the best means of cover-

ing a salesman's territory, the wise executive will sanction the higher transportation charge, provided the expenditure promises to yield a satisfactory profit.

And just one additional thought: "While I am standing on the sidelines waiting for a general rate-cutting, what are my competitors likely to be doing?"

Know the Speaker

In the years ahead, as business adjusts itself to the new economic order, the reputation for character and complete sincerity may well be ranked as an advertiser's most valuable possession.

Most certainly a reputation of that kind will exert a stronger influence on sales than it has exerted in the immediate past. Speaking centuries before the dawn of the Christian era, some wise man said:

"Let no man try to find out what speech is; let him know the speaker." It might profit advertisers, those who create advertising and the man in the street, if that thought could take root in their minds.

Many a carefully built reputation has been weakened. Many an old and respected name has been twisted by the stress of recent times until it now bears a strange meaning. Events during the last two years have taught countless consumers the necessity of scrutinizing carefully the advertisements they read and the tangible value of learning what and who are standing back of those advertisements.

The currents and cross currents of American life force millions of consumers to depend on the claims and assertions that are made in advertising.

These millions may not know the advertiser. Yet they must trust him. The advertising of the future that will come closest to success will be the advertising that comes closest to teaching the consumer to "know the speaker" and, because of knowing him, to prefer his product.

The Search for the Grail

A manufacturer up in Michigan who does a mail-order business recently called in a representative of one of the country's leading advertising agencies. His sales weren't high enough.

He couldn't afford to increase his appropriation. What he wanted, although he didn't say so in so many words, was wizardrous copy that would increase the inquiries and, therefore, his sales.

The agency man suggested a more comprehensive series of follow-ups as the remedy.

No, the manufacturer wouldn't want to do that; couldn't spend any more money. Then cut the amount of money spent for space for the present, he was told, and put the remainder into the follow-ups to increase the proportion of inquiries sold.

The manufacturer was genuinely aghast. Cut down the space appropriation! This guy must be crazy. He doesn't know anything about advertising. The account went to another agency that was willing to spend all the money to get inquiries.

That was six months ago. The manufacturer, we understand, is still wondering where he can get that miraculous copy—one of those modern Launfals who, too well sold on the magic properties of advertising, still seeks the Holy Grail of all-healing copy.

The Spirit of Fight

With all due credit to the economists, there is that in the unconquerable human spirit which defies theories.

According to the equations of economics it may be worked out that the world's credit structure is due to collapse. But those who take their economic laws too literally will be wrong—wrong until the fight is taken out of every last one of us. The human spirit cannot be evaluated or equated.

America may be tottering on the brink, according to the static laws of external things. But the final answer will be the sum total of 120,000,000 answers to but one question—"Are you licked?"

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

FRIENDS, BOOKS, WORK
—in general, things that
count most in life are
measured by quality,
not quantity.

"Biggest in the world"
has never seemed to us
so interesting an objec-
tive as *"Not how much,
But how well."*

"NOT HOW MUCH, BUT HOW WELL"

Registers Chesterfield Theme Song

NEWELL-EMMETT COMPANY, INC.
NEW YORK

Editor of PRINTERS' INK:

Recently the writer was informed by your office that "When Day is Done" is not registered in your record of radio theme songs.

We should like to register this title as a radio theme song for the Chesterfield Cigarette program to be broadcast for our client, Liggett & Myers Tobacco Company.

N. F. McEvoy,
Contract Department.

T. H. Sewell Heads New Business at Toledo

T. H. Sewell, for ten years advertising manager of the Ohio Trust & Savings Bank, is head of a new business formed at Toledo, with offices at 234 Superior Street. Associated with him are L. Martin Courtney and D. Scott Hager, formerly Toledo district manager of Brown & Bigelow. The new concern will specialize in bank publicity and new business promotion work.

N. F. Miller with Za-Rex Company

Norman F. Miller, formerly with the Lewis Manufacturing Company, has been appointed sales manager of The Za-Rex Company, Inc., South Boston. Joseph Partridge, formerly with the George William Bentley Company, Boston, has been appointed assistant sales manager of The Za-Rex Company.

Record Earnings for Reynolds Tobacco

Earnings of the R. J. Reynolds Tobacco Company for 1931 amounted to \$36,396,816, representing a new record for the company. This figure compares with \$34,256,664 for 1930. These earnings are after deduction of all charges, including interest, Federal and State income taxes and depreciation.

G. L. Cramer with Soule, Feeley & Richmond

George L. Cramer, formerly New England and New York representative of the Beck Engraving Company, has joined the staff of Soule, Feeley & Richmond, Inc., advertising agency of Syracuse, N. Y., and New York. He will act as account executive with headquarters at Syracuse.

McIndoe and Lesan on Postal Life Board

W. J. McIndoe, of The Philip Ritter Company, and H. E. Lesan, of the H. E. Lesan Advertising Agency, Inc., both of New York, have been elected to the board of trustees of the Postal Life Insurance Company, New York.

Again Heads Puget Sounders

Brenton S. Brown, of Vancouver, B. C., was re-elected president of the Puget Sounders and British Columbians, Inc., at its recent annual meeting at Seattle. Directors of the organization voted for the expenditure of \$35,000 for national advertising. Frank I. Sefrit, of Bellingham, was named head of the advertising committee.

Milne-Ryan-Gibson, Inc., Seattle advertising agency, will continue to direct the advertising account.

K. W. Diller Joins Sampson & Murdock

Kendrick Welles Diller, formerly advertising representative of *The Seven Seas*, published at New York by The North German Lloyd, has joined the Sampson & Murdock Company, Boston, as a member of its direct advertising division. He was at one time Eastern advertising manager and circulation manager of the *Credit Monthly*, New York.

New Account to Larchar-Horton

The American Institute of Finance, Boston, financial and investment advisory service has appointed the Larchar-Horton Company, advertising agency of that city, to direct its advertising account. Magazines and newspapers are being used.

Appoints Bermingham, Castleman & Pierce

The Palmer & Embury Manufacturing Company, New York, maker of furniture and importer of antiques, has appointed Bermingham, Castleman & Pierce, Inc., New York advertising agency, to direct its advertising.

Glenn Hutchinson Joins Radio Station KMOX

Glenn W. Hutchinson, who for the last ten years has been manager of the St. Louis office of the H. W. Kastor & Sons Advertising Company, is now director of advertising and publicity for radio station KMOX, St. Louis.

Westfalia Separator to Ullman

The Westfalia Separator Company, Inc., New York, cream and special separators, has appointed Roland G. E. Ullman, Advertising, Philadelphia, to direct its advertising. Business publications will be used.

New Account to Diener & Dorskind

The Gotham Tissue Corporation, New York, Seda toilet tissue, has appointed Diener & Dorskind, Inc., New York advertising agency, to direct its advertising account.

The many friends of

PAUL MEYER

former Publisher of Theatre Magazine

*will be interested to know of his
appointment as Vice-President of*

WORLD BROADCASTING SYSTEM, Inc.

Thus rounding an exceptional staff, always ready to
serve the advertising agency and its clients.

Among these are :

CAMPBELL-EWALD Co., Inc.
for Olds Motor Works
Chevrolet Motor Co.
Oakland Motor Car Co.

STANLEY E. GUNNISON. INC.
and
CRITCHFIELD & COMPANY
for Life Savers, Inc.

THE GEYER COMPANY
for Frigidaire Corp.

BLACKETT-SAMPLE-HUMMERT,
INC.

LENNEN & MITCHELL
for Hupp Motor Car Corp.
Remington-Rand, Inc.
John H. Woodbury, Inc.

for Edna Wallace Hopper,
Inc.

Louis Philippe, Inc.

Jo-cur, Inc.

Kissproof, Inc.

Wyeth Chemical Co.

ERWIN, WASEY & Co.
for Maxwell House Coffee

L. H. HARTMAN Co., Inc.
for Dutch Masters Cigars

THOMPSON-KOCH Co.
for Phillips Chemical Co.

WORLD BROADCASTING SYSTEM, Inc.

50 West 57th Street, New York

DETROIT - - - - - DALLAS - - - - - TORONTO

The Little Schoolmaster's Classroom

TWO young men and an advertiser are the principals of a case study which is presented for Class review. These men, though young in years, had long worked on the advertiser's account which had expanded in importance as sales volume increased the appropriation. One was advertising manager. The other was the agency account executive.

Trouble buzzed, in what otherwise was a happy relationship, whenever thought centered around the money paid to the advertising agency. Fifteen per cent bulked big, in the eyes of the advertiser—too big for work seeming wholly accomplished by the advertising manager and the account executive. Long dwelling on this thought led, as is probably now foreseen by the Class, to a decision to get this commission gravy.

The advertiser set up the two young men in business as a house agency. Office space was leased in a building several blocks away from headquarters. To this the small personnel of the advertising department was moved. Personnel steadily increased—a telephone operator, checking clerks, messengers, an interviewer of space salesmen. Two people were hired to handle accounting, there was a publicity man, copy writers, art director and a production manager.

As the pay-roll increased, so did other expenses including payment for market research and legal counsel. With the addition of two clients, curiously enough, expenses didn't decrease, they climbed higher.

Worse still, the men who, as advertising manager and account executive devoted all their time to the client before he became an agency owner, as agency operators, found themselves kept busy placating their smaller clients who felt they were receiving too little attention.

A year has gone by, decidedly not one of satisfaction to the advertiser under discussion. It was

even less so when the agency's annual report was presented. Instead of the agency contributing a profit from its 15 per cent commissions, the advertiser finds himself shelling out to finance his agency offspring.

Some members of the Class will know about this particular case. Others will read into it similar but different incidents. This case and others like it, however, have one thing in common—the owners of house agencies soon find that the 15 per cent agency commission isn't all the gravy it seems.

What gravy there is can only be strained by a well-rounded agency unit. Over the years your Schoolmaster has observed numerous attempts on the part of advertisers to establish such units. Where such subsidized agencies have held their ground, they have been the rare exceptions which emphasize the risk involved.

* * *

The Class has had its share of discussions on the proper size of a coupon in an advertisement. The Schoolmaster still receives numerous letters pointing out ridiculous coupon layouts. Some coupons are so small that an average name and address could not be filled in unless one had the ability to engrave the Lord's Prayer on a pin head.

It was with a great deal of interest that the Schoolmaster looked at a double-page advertisement of the Shirtcraft Company, Inc., in a business paper.

Instead of running the coupon on the bottom, right-hand corner of the second page, or even across the bottom of the page, Shirtcraft devotes almost a half page to it.

The coupon runs the length of the entire page from top to bottom. The retailer who wants to see Shirtcraft's spring line has a space eight inches long for his name, eight inches for his street address and the same space for filling in the city and State location of his establishment.

If inquiries are wanted as a

r's

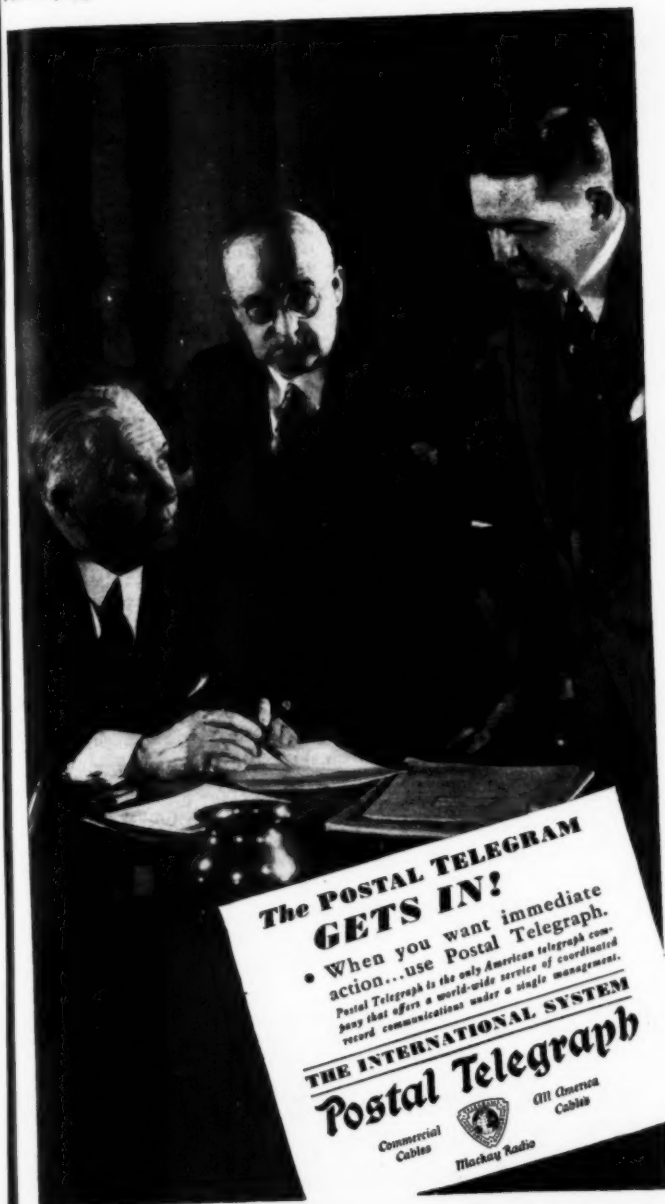
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**The POSTAL TELEGRAM
GETS IN!**

• When you want immediate action... use Postal Telegraph.

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables All America Cables

Blackney Radio

means of getting business, a roomy coupon is a splendid advertising investment.

In this connection it should be remembered that there is a postal regulation affecting the size of coupons in publications which enjoy second-class privileges. Coupons, and any other matter intended for detachment, may be included in advertisements, provided they constitute only an incidental feature. If the coupon consists of not more than one-half of one page, it shall be regarded as an incidental feature by the Post Office.

* * *

There is a ritual preceding publication of the written word which agency executives know only too well. Every word, every phrase, every sentence is carefully studied by clients. Heavy deliberation and lengthy conferences are devoted to matters of change and revision. Nothing goes into print without final proofs being okayed.

With popularity extended to the

spoken word in advertising, we witness a contrast that is incongruous. Clients, on the day of broadcast, order extensive revampings of their commercial announcements. Presidents and vice-presidents about to take over the microphone, put changes in their speeches.

Printed copy rarely would be handled so haphazardly. There is no reason to treat the spoken word less carefully than the written word, if the task of the spoken word is as important as that of its written brother.

Perhaps when advertisers know better what they may say, can say and want to have spoken, there will be more satisfaction with commercial announcements all around.

* * *

So overworked is the word that we hesitate to describe a prediction made recently by Irving T. Bush as challenging. Yet the utterance was precisely that. Said Mr. Bush, who is founder of the freight-forwarding and terminal

Manufacturer With Selling Organization is Seeking Additional Items!

A manufacturer with a capable selling organization is desirous of adding a new item to his present line. The plant is equipped to work in both metal and glass economically. Any product to be considered must be of known merit and of such a nature that it will respond readily to consumer advertising. A household or kitchen device is favored, but any sort of a product for which there appears to be a market will be given thorough consideration. This is an opportunity for some manufacturer to reduce production overhead and sales costs.

•

Write in detail regarding your product, how it is being sold, present distribution, etc. If it is along the line of what is wanted we will arrange for an interview.

CARTER-THOMSON CO., Advertising
1701 WALNUT STREET, PHILADELPHIA

Well Sold But Laid Aside

MANY a salesman has done a bang-up selling job on the spot.

He has enthused his prospect with the power and logic of his presentation. He has convinced his hearer that what he is selling fits into the prospect's selling plan, can do a real job for him.

The salesman walks out of the plant with the satisfaction and pride of a job well done.

He is followed into the same office by an equally good salesman. Then nine more salesmen come in, all believing their product is the most logical one for the prospect to buy.

It is now 12:30 and the prospect goes out to lunch.

After lunch nine more good salesmen each do a fine selling job. The man

who made the first call, who perhaps did the best selling job of all, can't expect that every word and fact is remembered at 5 P.M. His whole story, not forgotten, is nevertheless laid aside.

Doesn't it seem only fair to give a good salesman the continuous reminder influence and selling value of a real sales message where the prospect will see it, the day and the week after the presentation was made?

A good salesman in these days of bare-handed selling is entitled to advertising help. He deserves and well rates the assistance of advertising copy backing up his sales presentation in the pages of publications read by his prospects.

Give him this backing by using selling copy in the

PRINTERS' INK PUBLICATIONS

A Buy for Publishers

On February 8th a salesman with 9 years of successful experience representing important trade and class publications and a background of 12 years in merchandising and advertising, will become available to some publisher who is especially interested at this time in strengthening his Middle West business. This man has a thorough and valuable acquaintance among advertising agencies and manufacturers in this territory. Previous earnings have been on a fairly high scale of prosperity; at present market rates his services are distinctly a "buy." Detailed references. Correspondence confidential. Write "R," Box 138, Printers' Ink.

PRINTING SALESMAN AVAILABLE

Capable man seeks connection with company offering modern facilities. New York City territory.

Address "O," Box 137, Printers' Ink

Depression + Stimulation = Normalcy

The plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION."

Results under test: 150% increase in gross returns . . . 208% increase in net profits.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON
10 High Street Boston, Mass.

ROLAND COLE

For nine years a member of the Editorial Staff of *Printers' Ink*

Sales Promotion • Merchandising Counsel • Advertising Copy • Business Writing • Booklets

370 Lexington Avenue, New York
Telephone: LExington 2-3020

business bearing his name: "When we get through this storm, American industry will make more operating at 80 per cent of capacity than it ever did before going at even 100 per cent."

That prediction is a good one for manufacturers to remember and a better one to set up as a goal to be striven for. But before any manufacturer is making more operating at 80 per cent of capacity than he formerly made carrying the peak load, he is likely to find it necessary to:

1. Organize the several departments of his business in a manner that enables each to function with a minimum of wasted time or energy.

2. Lower his sales costs by making the advertising space that he buys yield every ounce of value that it holds.

3. Make his men—especially his salesmen—see a tangible gain in dropping petty and selfish tactics in favor of team play.

That program constitutes a challenge to management that probably won't be accepted by many. Those who can meet it successfully won't need to lie awake nights fretting about competition.

Form Mortimer W. Mears, Inc.

Mortimer W. Mears, Inc., is the name of a new advertising agency which has been formed with offices in the Mart Building, St. Louis. Mr. Mears, president, and William Johnson, secretary of the new business, were formerly with the Chappelow Advertising Company.

Arthur M. Day, who was with Beecher-Cale-Maxwell, Inc., is treasurer.

"National Real Estate Journal" a Monthly

National Real Estate Journal, published at Chicago by the Porter-Bede Langtry Corporation, is now being issued monthly instead of every other week. A "roster" number will be published the middle of each April, in addition to the twelve monthly issues.

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"
J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

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ORIA
OUVER

Poor Richardites Honor Franklin

"Advertising advertising" was the theme this year of the banquet held last week, in honor of Benjamin Franklin by the Poor Richard Club of Philadelphia. This banquet marked the twenty-seventh time that the club has thus honored its "patron saint."

For the first time in the history of these banquets, tribute to another in addition to Franklin was paid when a toast was given to Thomas Edison.

The dinner was attended by 1,300 club members and representatives of advertising interests.

The director-general of the dinner was Howard C. Story with Harry T. Jordan acting as master of ceremonies.

This dinner followed a day devoted to honoring Franklin. At noon the Poor Richard Club, under the direction of Fred G. Jones, held memorial services at Old Christ Church where Franklin worshiped and then marched to Franklin's grave where descendants of Franklin placed a wreath sent by President Hoover.

C. P. Penney Heads Buffalo Club

Charles P. Penney has been elected president of the Greater Buffalo Advertising Club. Frederick A. Peacock has been made vice-president and Edward J. Meyer, second vice-president. K. C. Everts has been elected treasurer; Charles A. Coupe, secretary, and Charles J. Thomas, executive secretary.

The following have been elected directors for three-year terms: Joseph M. Boehm, Neil D. Callanan, John Daniels, Jr., W. Arthur Lansill and Harry W. Whitney.

Hartford Club to Rejoin A. F. A.

The Hartford, Conn., Advertising Club has voted to renew its membership in the Advertising Federation of America, from which it withdrew last fall. Functions of the Federation were explained at a recent luncheon by Earle Pearson, general manager of the Federation, and V. Edward Borges, governor of the First District.

Heads Tulsa Club

John B. Old, advertising manager of the Morris Plan Company of Oklahoma, has been elected president of the Tulsa, Okla., Advertising Club. Don Watts, of the advertising agency of that name, has been elected vice-president.

Carl Hovgarde, has been made secretary and Miss Florence Nichols, treasurer.

Appoints Snow Agency

The Union-Bay State Company, Lynn, Mass., manufacturer of chemical shoe findings, has appointed Walter B. Snow & Staff, Inc., Boston advertising agency, to direct its advertising account.

GEORGE RAISES HELL

Smug, self-satisfied fools. "You big city people make me laugh." . . . "You think the same thoughts, say the same things and think the sun rises when you crow." Thus hectoring George D. Mitchell, Managing Editor of Pathfinder, in a speech before the Advertising Club of New York. And the reverberations haven't died down yet.

Mitchell's subject was "Small Town America." He revealed an America it pays to know. Said: "Mass production and mass marketing both fall if you stop at the city gates!"

Governor Roosevelt, Al Smith, Mark Hellinger, Vice-President Curtis, Dr. Starch, Roger Babson Hall Columbia-ed this speech. Eddie Cantor said: "I find myself sorry for having been born in a big city. If it ever happens again, I'll be born in a small town."

If you want to know what kind of a country this really is, get Mitchell's speech. "Making Snoozes in the Small Town." You'll need it if you sell or advertise. Now in booklet form. A copy free. No obligation—whatever. Just address Pathfinder, Washington, D. C.

★ SEASONED Sales Executive

whose 15 years experience in all phases of marketing Food products should make him extremely valuable to an organization requiring the services of a man who can analyze sales problems, originate and develop sound marketing ideas, and through personal direction carry them out profitably.

He has successfully occupied executive positions with large manufacturers of flour, cereals, butter, cheese, grocery specialties.

An experienced sales and market analyst and director of salesmen; has personally contacted all types of buyers and distributors, familiar with all important markets.

Desires connection with manufacturer or advertising agency which can use his ability in merchandising.

"N," Box 136, Printers' Ink
6 No. Michigan Ave., Chicago Ill.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified Ads Written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
276 P West 43rd St., N. Y. C. Est. 1923.

BUSINESS OPPORTUNITIES

ESTABLISHED, MEDIUM-SIZED NEW YORK AGENCY offers advantageous proposition to free lance or small agent, having active accounts. Write Box 767, Printers' Ink.

WANTED: NEW ERA PRESS—Size 9 x 12, to print two sides, with or without tag patching and eyeletting equipment. Cash transaction. Box 771, P. I.

MR. PUBLISHER—I can give persistent constructive representation in Chicago. 12 years' experience selling newspapers and trade papers. University education, established office. I know merchandising. Can keep good-will and sell volume. Commission basis. Box 763, Printers' Ink, Chicago Office.

WE WILL SHARE SPACE

Opportunity for the right magazine or book publisher to cut costs.

Publishing house willing to sublet up to 5000 sq. ft. desirable office space, and if desired to share expenses on experienced shipping, mailing, addressing, accounting and other departments. Box 755, P. I.

CANADA—Influential Vancouver, B. C., mechanical manufacturer, with efficient, independent, subsidiary distributing organization wants (1) additional line suitable for Canadian manufacturing for domestic or export markets; also (2) additional lines for distribution only. Must have satisfactory sales possibilities. Advertiser requires no further capital but desires simply to increase scope of operations through the manufacture or distribution of additional lines. Address reply to McConnell and Fergusson, Limited, Vancouver, B. C.

PUBLISHERS' REPRESENTATIVES

Organization established twenty years covering entire Middle West from headquarters at Chicago and branches in Cleveland and Detroit is in a position to render further service.

We would consider—

1. Taking over another Publishers' Representative organization, including desirable personnel.

2. Taking over Chicago Office, including personnel, of publisher now operating own Chicago branch.

3. Handling advertising sales of desirable publications at present having no Chicago Office. Box 756, P. I.

CLEVELAND REPRESENTATIVE—Past twelve years covering Ohio, Michigan and western Pennsylvania, representing one trade paper. Would like an additional established publication for the above territory, commission basis. Sales record and references furnished. Box 761, P. I.

WE SEEK A MAN who is looking for a connection through investment in a splendid business. For New York and metropolitan sales to advertisers, five and ten chains and other big outlets. Advertising and counter merchandise through printed and screen process production. Address in confidence. Box 762, P. I.

Family Magazine—Bad health and age justifies owner in selling controlling interest in centrally located and prominent monthly publication. Paid circulation nearly 600,000 as of December, 1931, expirations killed to date. Company owns producing plant and equipment, free of indebtedness except current accounts. Efficient organization with Special Representatives in principal advertising centers. Prices reasonable. Box 758, P. I.

EMPLOYMENT SERVICES

You Have a problem. Of finding a good position with a good company. We have a powerful organization that for over 13 years has SPECIALIZED in serving \$5,000-\$50,000 men. Penn has a REPUTATION supreme for helping good men like you. Let us join forces. Since 1919 we have joined forces with thousands of successful men. These men will assure you that you can not make a finer combination than by working with Penn. **JACOB PENN, INC.** 535 5th Av., N.Y.C.

HELP WANTED

Printing Salesman with advertising ability offered exceptional opportunity on a profit sharing basis. Appointment by phone. Robert L. Stillson, Medalion 3-3157. New York City.

Salesmen for Political Campaign Buttons and Convention Badges. Splendid side line. Fine opportunities for large orders. Good commission. St. Louis Button Co. Fourth and Lucas, St. Louis, Mo.

Advertising Salesmen—Experienced producers on space and listings for direct work in the Metropolitan area and principal cities. Liberal commissions, weekly settlements. Box 764, P. I.

EXPERIENCED WINDOW DISPLAY SALESMAN in New York City and nearby territory for a well-organized of paint process house, and display organization. Wonderful opportunity for a live wire. Liberal commission basis. Write fully, giving experience in detail. New York Poster Service, Inc., 199 Fulton Street, New York City.

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POSITIONS WANTED

PHYSIOIAN-WRITER, PROMINENT. OFFERS FREE-LANCE SERVICES TO PROMOTE WORTHY HEALTH OR MEDICAL PROGRAMS. BOX 754, PRINTERS' INK.

TRADE PAPER EDITOR—Eight years in present position, to be forced out by consolidation policy of new owners. Reference, present employer. Christian, married. Box 770, Printers' Ink.

Production Man—3 years' experience. Thorough knowledge of engraving, type and printing. Hard working. Reliable. Moderate salary. Present employer will supply recommendations. Box 752, P. I.

Production—Typography and Layout Man

4A agency trained—8 years' experience. Minimum salary. Will leave New York if necessary. Box 769, Printers' Ink.

Artist, 28—with creative ability in flat color design—figures and lettering—suitable for silk screen and wood block reproduction, wishes position where salary is secondary to opportunity. Samples available. Box 766, Printers' Ink.

TRADE PAPER EXECUTIVE

12 yrs.' experience: advertising, business management, sales, editorial. A-1 references. Age 37, college educated, married. Moderate salary. Go anywhere. Address 'Advertiser,' 727 Monadnock Blk., Chicago.

ARTIST—EXTENSIVE EXPERIENCE NATIONAL AND MAGAZINE ACCOUNTS. Fine comprehensives, finishes. Color specialist. Any arrangement considered. Box 760, Printers' Ink.

YOUNG MAN, 27 years, desirous connection with a small yet progressive agency, in which he may some day become part owner. Ten years general advertising experience. Box 765, P. I.

ARTIST

Good practical visualizer and layout man. Also finishes, agency experience. Moderate salary. Box 768, Printers' Ink.

EXPERT SECRETARY, stenographer, correspondent, Chicago. 7 years' experience as assistant to Adv. and Sales Prom. Manager. References and detailed outline of experience gladly furnished. Box 751, Printers' Ink.

CREATIVE ARTIST—DIRECTOR

Producing ideas and visuals in all phases of advertising and finished art of high quality. Directing the purchase and production of art, engraving, printing, etc. Free-lance or part-time basis. Box 753, P. I.

TECHNICAL PUBLICITY—Five years with a leading technical magazine (four as editor) fit me to prepare acceptable publicity material or to produce a readable, appealing house magazine. If you need such service let's talk it over. Box 759, Printers' Ink.

Bound to Get the Most Out of Them

COPIES of the PRINTERS' INK PUBLICATIONS when bound provide easy, orderly reference to sales and advertising problems.

Swift & Co. executives, for instance, have available in handy and convenient form a wealth of "invaluable material" to draw from, as their letter shows.

"We now have in our library *Printers' Ink Monthly* bound from January, 1923, to date and *Printers' Ink Weekly* bound from 1916 to date. We find this material invaluable."

Binders keep copies in neat chronological order and make an attractive addition to any desk or library. These binders are sold at cost. The WEEKLY binder, holding nine or more copies, \$1.25 postpaid. MONTHLY binder, holding eight copies, \$2.00.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue :: :: :: New York



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